

June 1, 1960

'TODAY' PROGRAM RECEIVES EXCLUSIVE TELEVISION RIGHTS TO FILMS
OF SIR EDMUND HILLARY'S HIMALAYAN EXPEDITION NEXT FALL

"Today" has been granted exclusive television rights to films shot by Sir Edmund Hillary's scientific expedition to the Himalayan Mountains next Fall, it was announced by Dave Garroway, host of the NBC-TV Network program.

The expedition, which is being sponsored by the World Book Encyclopedia, has the two-fold purpose of experimenting with man's ability to acclimatize to high altitudes and searching for the elusive "Abominable Snowman."

Hillary will document the films taken by the expedition's official photographer, George Lowe. Lowe filmed Hillary's successful assault of Mt. Everest and was the official photographer for the recent British Antarctic Expedition.

At intervals during the expedition, film will be brought down by runner from Hillary's camp on Mt. Makalu to Katmandu, a station 170 miles away. From there it will be flown to the U. S. for processing and presentation on "Today."

After the expedition is completed, a full-length documentary motion picture will be prepared from the various film segments.

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June 1, 1960

MORGAN BEATTY AND ROBERT McCORMICK TO BE "ANCHOR MEN"
FOR NBC RADIO NETWORK'S COVERAGE OF CONVENTIONS

Morgan Beatty and Robert McCormick, two of NBC News' best known and most experienced correspondents, will be "anchor men" for the coverage of the 1960 political conventions on the NBC Radio Network.

Each has behind him three decades of reportorial activity, packed with news beats scored all over the globe. Beatty will be covering his fifth consecutive pair of conventions for NBC News.

McCormick also will be reporting the national conventions for the fifth time, but his assignments to these meetings have not been consecutive. He started with the 1936 conventions while working for the Washington News, and covered the 1940 conventions for Collier's and the 1948 and 1956 sessions for NBC News. He missed the 1944 and 1952 meetings -- in 1944 because he was covering World War II action in the Pacific, and in 1952 because he was in Europe, coordinating NBC News' television films and heading the Bonn bureau.

Both men have a reputation for being well ahead of the news. McCormick predicted the end of World War II three months in advance, and his prediction was accurate within 24 hours. On June 13, 1956, well over a year before Sputnik I was launched, Beatty reported that the Russians had "produced perfectly amazing results in 10 years and the United States must take very positive action to stay ahead."

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A very faint, out-of-focus background image of a historical document. The document features a grid of rectangular boxes, likely for filing or organizing information. Some faint text is visible within these boxes, though it is illegible. The overall appearance is that of an old ledger or record book.

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GARROWAY GIVES VIEWS ON FREEDOM OF SPEECH
IN HIS CURRENT LOOK MAGAZINE ARTICLE

Dave Garroway is critical of applications of freedom of speech in a by-line article appearing in the current (June 7) issue of Look Magazine. Garroway, the host of "Today" on the NBC-TV Network (7-9 a.m. EDT, Mondays through Fridays) writes that present day Americans only give lip-service to freedom of speech and have turned into "a bunch of verbal Casper Milquetoasts." He includes major communications media in his comments.

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NBC-New York, 6/1/60

CAST, CREDITS AND HIGHLIGHTS FOR 'THE GEORGE BURNS SHOW' COLORCAST
WITH ALL-STAR CAST TUESDAY, JUNE 7 ON NBC-TV NETWORK

PROGRAM: "The George Burns Show"

TIME: NBC-TV Network colorcast, Tuesday, June 7
(8:30-9:30 p.m. EDT).

FORMAT: Music, comedy and suspense about a show-business giant (George Burns) with a burning desire to sing -- and the monumental efforts of his guest stars to restrain him.

STARRING: George Burns

ALSO STARRING: Betty Grable, Bobby Darin and the Hermes Pan Dancers

EXTRA ADDED ATTRACTION: Polly Bergen

SPECIAL GUEST STAR: Jack Benny

PRODUCED BY Mac Benoff

DIRECTED BY Greg Garrison

WRITTEN BY Mac Benoff and William Burns

CHOREOGRAPHY: Hermes Pan

MUSIC DIRECTOR: Jeff Alexander

ASSOCIATE PRODUCER: Stanley Poss

UNIT MANAGER: Frank Osburn

ART DIRECTOR: Edward Stephenson

COSTUMES: Grady Hunt

ASSOCIATE DIRECTOR: Jules Seidman

TECHNICAL DIRECTOR: Clair McCoy

(more)

2 - Cast and Credits for 'The George Burns Show'

LIGHTING: Jim Kilgore
AUDIO: Bill Levitsky
SENIOR VIDEO: Ray Olsen
MAKEUP: Bill Morley
PRODUCTION: Banda Productions, in association with
the NBC Television Network
SPONSOR: Hudnut-DuBarry Division of Warner
Lambert Pharmaceutical Company Inc.
AGENCY: Lambert and Feasley
ORIGINATION: Color video tape, NBC Color Studios,
Burbank, Calif.
NBC PRESS REPRESENTATIVES: Bill Fague (Hollywood); Charlie Gregg
(New York)

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MUSICAL HIGHLIGHTS

1. "The Pan Dance" -- Hermes Pan Dancers
2. "Bill Bailey, Won't You Please Come Home?" -- Bobby Darin
3. "I Refuse To Rock and Roll" -- Betty Grable and Hermes Pan
Dancers
4. "Just One of Those Things" -- Polly Bergen
5. "Buttons and Bows" -- Betty Grable, Polly Bergen and Bobby Darin
6. Soft-shoe "Walk-Dance" -- Betty Grable, Polly Bergen and George
Burns
7. "I'll Be There" -- Bobby Darin
8. George Burns sings (?) -- If permitted by time, the cast, the
producer, director, and page boys.

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NBC-New York, 6/1/60

June 2, 1960

OLDSMOBILE WILL SPONSOR 'MICHAEL SHAYNE,' NEW FULL-HOUR
MYSTERY-DETECTIVE SERIES ON NBC-TV NETWORK IN 1960-61

The Oldsmobile Division of the General Motors Corp. will sponsor "Michael Shayne," the new full-hour mystery-detective series on NBC-TV beginning in the Fall, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

The program, with Richard Denning in the title role, will be telecast on NBC-TV on Fridays 10-11 p.m. (NYT) during the 1960-61 season. Also featured in the cast will be Jerry Paris, Patricia Donahue and Herbert Rudley. Brett Halliday, author of the "Michael Shayne" books, will be story consultant.

The purchase was placed through D. P. Brother & Company in Detroit, advertising agency for Oldsmobile.

Other recent orders placed on NBC-TV for the 1960-61 season include the following:

Warner-Lambert Pharmaceutical Company for "This Is Your Life" and "The Loretta Young Show," Westclox for "The Tab Hunter Show," and Sealtest for "Bat Masterson."

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June 2, 1960

NBC NEWS WILL USE NEW ELECTRONIC DEVICE AT CONVENTIONS
TO PROVIDE MORE FLEXIBLE TELEVISION COVERAGE
AND PREVENT 'ROLL-OVER' ON HOME SCREENS

A new electronic device, hardly larger than a lunchbox, will be used at the political conventions this Summer to provide more flexible television coverage and to prevent "roll-over" on millions of home TV screens.

Andrew L. Hammerschmidt, Vice President, NBC Engineering and Facilities Administration, announced that the new "sync-signal phase-shifter" would be used by NBC News to report the Democratic convention in Los Angeles and the Republican convention in Chicago.

Mr. Hammerschmidt said that the phase-shifter would permit the network to switch back and forth among as many remote locations outside the convention hall as desired, without causing roll-over on home television sets.

As an example, he said, the NBC coverage could switch from the convention floor to show Senator John F. Kennedy at his hotel headquarters, from there to the airport to see the arrival of Adlai Stevenson, and from there to a press conference in downtown Los Angeles.

The phase-shifter will also permit split-screens, insertions and other special effects between remote locations. A three-way split screen, for example, could show three candidates located in widely separated parts of the convention city.

(more)

2 - Conventions

Up to now a dissolve from one remote location to another has almost always caused at least one roll-over. This effect, in which the picture appears to roll upward as if revolving on a drum, resulted as the home television set adjusted itself to the scanning of the remote camera.

The phase-shifter gives NBC Master Control, which will be located in the convention halls, complete control over remote cameras by coordinating the various points of program origin. It thus assures that the entire NBC-TV Network and all television sets tuned to it are precisely synchronized with the remote camera on the air.

The phase-shifter was developed by NBC Staff Engineer J. Lewis Hathaway, with the cooperation of NBC Technical Operations.

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NBC-New York, 6/2/60



June 2, 1960

DAVID ROSE NAMED MUSICAL DIRECTOR FOR 'THE EMMY AWARDS' COLORCAST

David Rose has been named musical director of "The Emmy Awards" colorcast on the NBC-TV Network, Monday, June 20 (10 to 11:30 p.m. EDT), it was announced today by executive producer Robert Finkel.

Ed Pierce has been set as producer-director for the New York segment of the show.

(NOTE TO EDITORS: In a release dated May 31, Robert Finkel was referred to, incorrectly, as producer-director of "The Emmy Awards." He is executive producer, with Bob Henry acting as West Coast producer-director and Ed Pierce for the East Coast. David Susskind and Desi Arnaz are producers for the National Television Academy of Arts and Sciences for the East and West Coasts, respectively.)

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JACK TRACY
ROOM 320

THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N.Y.

2-X-H

SENATE COMMERCE COMMITTEE'S APPROVAL OF MEASURE TO LIFT
'EQUAL TIME' PENALTY IS HAILED BY ROBERT W. SARNOFF
AS 'PROMISE OF MILESTONE IN ELECTRONIC JOURNALISM'

FOR RELEASE MONDAY A.M., JUNE 6

Approval by the Senate Commerce Committee of a measure to lift the "equal time" penalty on broadcasters for presenting Presidential candidates in 1960 was hailed today by Robert W. Sarnoff, Chairman of the Board of the National Broadcasting Company, as "the promise of a milestone in electronic journalism."

In the event of similar action by the Senate and the House, Mr. Sarnoff pledged NBC to "make every effort to take full advantage of the unprecedented opportunity that would be afforded to broadcasters."

Following is Mr. Sarnoff's statement:

"This week's action by the Senate Foreign and Interstate Commerce Committee represents the promise of a milestone in electronic journalism. The Committee's approval of a proposed Joint Resolution suspending the equal-time provision of Section 315 of the Communications Act as it would apply to Presidential candidates in the forthcoming campaign is designed to free responsible broadcasters to do what they have long sought -- to exercise their initiative in presenting the major-party candidates without incurring the penalty of giving equal time to 15-odd minor and splinter-party candidates.

(more)

"The eagerness of NBC to seize such an opportunity is reflected by my announcement in April that we had found a way to take advantage of last year's amendment of Section 315 exempting regularly scheduled news interview programs from the equal-time requirement. At that time I made public our plan to present the major-party nominees side by side in hour-long prime-evening presentations of 'Meet the Press,' beginning eight weeks before Election Day.

"We are still standing by that plan -- the only one yet offered that would be workable under existing law. But if we had the chance, we would be delighted also to consider other means of using television's capacities as a vital medium of journalism to give the American public a deeper insight into the candidates and issues.

"If Congress backs up the action of the Senate Committee, as I earnestly hope it will, we would be enabled to present the nominees in other formats as well, such as debates and roundtable discussions. In that event, by exploring all such possibilities in cooperation with the candidates, NBC would make every effort to take full advantage of the unprecedented opportunity that would be afforded to broadcasters."

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NBC-New York, 6/3/60



June 3, 1960

SPOTLIGHT ON 'POLITICS AND PRIMARIES'

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Political Activities of Aspirants for Presidential Nominations
And 'Scoreboard' of Delegate Strength Month Before
Conventions to Highlight 'World Wide 60' Telecast

"Politics and Primaries," a look at the standing of potential Presidential nominees a month before the national conventions, will be presented on the "World Wide 60" series Saturday, June 11 (NBC-TV Network, 9:30-10:30 p.m. EDT).

The program will include film coverage of current political activities of Vice President Richard M. Nixon, Governor Nelson A. Rockefeller, Adlai E. Stevenson and Senators Hubert H. Humphrey, Lyndon B. Johnson, John F. Kennedy, Wayne Morse and Stuart Symington.

It will also present a "scoreboard" showing the delegate strength that each of the possible nominees may have at the start of the Democratic Convention in Los Angeles on July 11 and the Republican Convention in Chicago on July 25.

The program will examine the various ways in which delegations are lined up in support of a candidate. It will look into the Democratic state convention in Washington and primaries in New

(more)

2 - 'Political Primaries'

Hampshire, West Virginia, Wisconsin and Oregon. It will also show how delegates are courted at cocktail parties, by telephone and by other informal methods.

For a look at grass roots organization, the program will go to New York's Greenwich Village, where a group of insurgent Democrats are carrying on a door-to-door campaign challenging Tammany Hall on the home ground of its leader, Carmine De Sapio.

NBC News correspondent Frank McGee will be anchor man. Correspondents Sander Vanocur and Herb Kaplow, who have been covering the primary elections for NBC, will be on-the-scene reporters. The program will be produced by Chet Hagan and directed by Robert Priaulx.

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NBC-New York, 6/3/60



June 3, 1960

A PROBLEM IN LOGISTICS

Huge Equipment Shipments Necessary for Extensive
NBC News Coverage of Political Conventions

Coverage of the 1960 political conventions on the NBC Television and NBC Radio Networks presents a logistics problem far greater than any other NBC News assignment involves.

NBC is sending a tractor-trailer load of 15 tons of equipment -- including cameras, power supplies and lighting fixtures -- from New York to Los Angeles for the Democratic convention opening July 11. This equipment will be needed to supplement NBC's extensive facilities on the West Coast.

Two trailer loads of 15 tons each will go from New York to Chicago for the Republican convention starting July 25. In addition, NBC will ship about seven tons of equipment from Los Angeles to Chicago by chartered plane. The reason for speeding this latter equipment to Chicago by air is that it must be installed and ready for use at a dress rehearsal on Thursday, July 21.

Work already is underway to construct the NBC facilities in the Los Angeles Sports Arena and the Chicago International Amphitheatre, including NBC Convention Central -- core of NBC's new electronic editing system -- and the special studio overlooking the convention floor from which Chet Huntley and David Brinkley will describe the proceedings.

(more)

Technical Supervisor Robert C. Smith of NBC-TV Network Operations, who is in charge of the engineering facilities arrangements, said approximately 25,000 feet of camera cable and 100,000 feet of wire for sound transmission are required in each city to make NBC's convention cameras operable. The different camera lenses needed, he said, would be sufficient to stock a large camera supply store. These lenses will vary in focal length from 28 millimeters from the smallest wide-angle lens to about 100 inches for the largest telephoto lens.

The NBC facilities will include a mobile video tape unit with two cameras, another mobile truck with three cameras, and the NBC Cadillac which will function as a complete one-camera transmitting television station. The Cadillac will be shipped by rail from New York to Los Angeles and from Los Angeles to Chicago.

Four giant perambulator cameras and a high-reach camera, which is mounted on an articulated boom and towers 75 feet in the air, are among the other special units in the NBC complement of 32 cameras.

Enough telephone switchboard equipment and wiring to supply a small city are being installed in the convention arenas in each city, Smith said. The switchboards will be connected by direct lines to the city's long distance switchboards and to the NBC studios in New York and Burbank, Calif. In addition to these switchboard facilities, NBC will have four other complete and separate systems of communications: production private line system, engineering private line system, radio frequency communications, and arena-studio public address system.

These five distinct systems will provide the means of tying together the various communications instruments necessary for complete reporting of all phases of convention activities -- in the convention hall, in the NBC studios in the city of origination, in the hotel

(more)

3 - Logistics

serving as headquarters for the political party, and at all other points where coverage is needed.

Although they will link a multitude of communications instruments over a wide area, the systems have been designed and coordinated to center control of the entire convention coverage in the hands of only two persons.

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NBC-New York, 6/3/60



June 3, 1960

ARTHUR GODFREY TO BE HOST FOR NEW YORK

PART OF 'EMMY AWARDS' COLORCAST

Arthur Godfrey has been named host of the New York origination of "The Emmy Awards" colorcast Monday, June 20 on the NBC-TV Network (10 to 11:30 p.m. EDT), it was announced by Robert Finkel, executive producer of the program.

Fred Astaire, as previously announced, will be the host for the West Coast origination.

Godfrey will introduce Walter Cronkite, President of the National Academy of Television Arts and Sciences, on the program and also will present the Trustees' Award. This honor is given to the individual considered by the academy trustees to have given outstanding service to the television industry.

The East Coast origination will come from New York's Ziegfeld Theatre and the West Coast portion will be colorcast from NBC's Studio 2 in Burbank, Calif.

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DR. LOUIS M. ORR, AMERICAN MEDICAL ASSOCIATION PRESIDENT,
COMMENDS 'WORLD WIDE 60' PROGRAM ON DRUG ADDICTION

Dr. Louis M. Orr, President of the American Medical Association, has commended the NBC Public Affairs Department for "so very capably mirroring the realities of narcotic addiction" in "Kicksville, U. S. A.," which will be presented on the NBC-TV Network Saturday, June 4 (9:30-10:30 p.m. EDT).

Dr. Orr and 26 other A. M. A. officials saw a preview of the documentary in the association's Chicago offices.

The text of Dr. Orr's letter to NBC follows:

"The producers and writers of the NBC Public Affairs Department are to be commended for so very capably mirroring the realities of narcotic addiction in the 'World Wide 60' production 'Kicksville, U. S. A.'

"The portrayal of the problem world of the narcotic addict; the complex, often pathetic situations depicted, and the divergent views expressed reflect the many factors that make an addict's life chaos.

"It is my fervent hope that this program will succeed in bringing home to its viewers the realization that addiction is a disorder, a malady, for which society is also in many ways responsible."

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NBC-New York, 6/3/60

NBC COLOR TELEVISION NEWS



NBC-TV NETWORK COLORCAST SCHEDULE

For Week of June 12 - 18 (All Times EDT)

Sunday, June 12

2 p.m.-to conclusion -- Major League Baseball - Chicago White Sox vs. Boston Red Sox. (Network except WNBC-TV)

8-9 p.m. -- "Music on Ice" presents "Fiesta," starring June Valli, skaters Shirley Linde and Manuel Del Toro, the Skip-Jacks, the Dancing Blades, Los Chevales de Espagna and Jinx, a skating chimpanzee. Johnny Desmond is host.

9-10 p.m. -- "The Chevy Mystery Show," starring Walter Slezak as host. Tonight - "Summer Hero," starring Zachary Scott and Patty McCormack, with Ruth Ford.

Monday through Friday, June 13-17

11-11:30 a.m. -- "The Price Is Right" - Bill Cullen is emcee.

12:30-1 p.m. -- "It Could Be You" - Bill Leyden is emcee.

Monday, June 13

10-11 p.m. -- "The Margaret Bourke-White Story," starring Teresa Wright and Eli Wallach. (Repeat)

Wednesday, June 15

8:30-9 p.m. -- "The Price Is Right" - Bill Cullen is emcee.
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2 - NBC-TV Network Colorcast Schedule

Thursday, June 16

9:30-10 p.m. -- "The Ford Show," starring Tennessee Ernie Ford.

Tonight's guests are Cliff Arquette and Minnie Pearl.

Friday, June 17

9:30-10 p.m. -- "Masquerade Party" - Bert Parks is host.

Saturday, June 18

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

7:30-8:30 p.m. -- "Bonanza" - tonight - "Vendetta" (Repeat)

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NBC-New York, 6/3/60

CAST AND CREDITS FOR 'THE SACCO-VANZETTI STORY' ON NBC-TV NETWORK

IN TWO PARTS (ONE HOUR EACH) FRIDAYS, JUNE 3 AND 10

PROGRAM: "The Sacco-Vanzetti Story"
FORMAT: Drama
TIME: Fridays, June 3 and 10 (8:30-9:30 p.m. EDT,
in black and white only)
WRITER: Reginald Rose
DIRECTOR: Sidney Lumet
PRODUCER: Alex March
EXECUTIVE PRODUCER: Robert Alan Aurthur
SCENIC DESIGNER: Jan Scott
COSTUMES: Noel Taylor
MAKEUP: Bob O'Bradovich
NARRATOR: Ben Grauer
ORIGINATION: NBC Studios, Brooklyn, N. Y.
* * *
SPONSOR: Purex Corp.
AGENCY: Edward H. Weiss & Co.
NBC PRESS REPRESENTATIVE: Noreen Sherlock (New York)
* * *

THE CAST

PARTS I AND II

NICOLA SACCO: Martin Balsam
JUDGE WEBSTER THAYER: Stuart Germain
BARTOLOMEO VANZETTI: Steven Hill
NARRATOR: Ben Grauer
ALDINO FELICANI: Louis Zorich

(more)

2 - Cast and Credits for 'The Sacco-Vanzetti Story'

PART I

WALTER RIPLEY:	Royal Beal
CHIEF:	John C. Becher
GUARD:	Frank Campanella
WILL H. DALY:	Tom Clancy
MICHAEL LEVANGIE:	Harry Davis
FIRST NEWSPAPERMAN:	Dana Elcar
DETECTIVE:	Rex Everhart
LOLA ANDREWS:	Ann Hegira
MARY SPLAINE:	Mary James
CAPTAIN WILLIAM PROCTOR:	Dan Morgan
FREDERICK KATZMANN:	Carroll O'Connor
C. A. BARR:	Ben Yaffee
CLERK:	Charles Tyner
VAHEY:	Wyley Hancock
DAMATO:	Cliff Carnell
COACCI:	Carmen Costi
ARROGNI:	Gene Gross
MIKE BODA:	Art Koulias
MR. MAGAZU:	Paul Lipson
CARLOS GOODRIDGE:	Carl Lonn

PART II

GARDNER JACKSON:	Thomas Carlin
JAMES WEEKS:	Leonardo Cimino
CHIEF CONNORS:	Humphrey Davis
MARY DONOVAN:	Jenny Egan

(more)

3 - Cast and Credits for 'The Sacco-Vanzetti Story'

PART II (Cont'd)

GOVERNOR ALVAN FULLER:	Robert Emhardt
CELESTINO MADEIROS:	Peter Falk
A. LAWRENCE LOWELL:	House Jameson
SERGEANT JACOBS:	Al Leberfeld
WILLIAM THOMPSON:	E. G. Marshall
HERBERT EHRMANN:	Tim O'Connor
MICHAEL MUSMANNO:	John Ramondetta
CARLOTTA PACKARD:	Ruth White
ROY GOULD:	Harrison Dowd
GUARD:	Harry Kadison
PRISONER:	Charles Randall
PROFESSOR RICHARDSON:	Justin Reed
CLERK:	Charles Tyner

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NBC-New York, 6/3/60

THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

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June 6, 1960

SEN. JOHN F. KENNEDY ON 'MEET THE PRESS' SUNDAY, JUNE 12

Senator John F. Kennedy (D.-Mass.), a front-running contender for the Democratic Presidential nomination and a member of the Senate Foreign Relations Committee, will be the guest on "Meet the Press" Sunday, June 12 (NBC-TV Network, 6 p.m. EDT; NBC Radio Network, except WNBC, as part of "Monitor," 6:30 p.m. EDT. WNBC time, 6:35 p.m. EDT).

Senator Kennedy will be interviewed by John Oakes of the New York Times, Chet Huntley of NBC News, May Craig of the Portland (Me.) Press Herald and Lawrence E. Spivak, producer and permanent panelist of "Meet the Press." The program will be telecast live from New York. Ned Brooks will moderate.

"Meet the Press" is a Public Affairs presentation of NBC News.

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NBC TELEVISION NETWORK NEWS

June 6, 1960

90-MINUTE VERSION OF 'VICTORY AT SEA' TO BE PRESENTED
ON NBC TELEVISION NETWORK SATURDAY NIGHT, DEC. 3

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Single Program to Be Newly Edited from 26-Installment Series
That Has Been Hailed in Many Nations of the World

A dramatic 90-minute version of the 26 television programs in NBC-TV's great World War II serial, "Victory at Sea," is being newly edited for presentation by the network next season on Saturday, Dec. 3 (9:30-11 p.m. EST), it was announced today by David Levy, Vice President, Programs and Talent.

NBC Director of Special Projects Donald B. Hyatt, who will supervise the new venture, said it will be based on the original TV series, the longest documentary ever made, and on the later two-hour motion picture theatre production.

Re-edited under Hyatt's direction, the new version will run 6,800 feet as compared with the 60,000 in the 26-installment original. Robert Russell Bennett's orchestral arrangement of the Richard Rodgers score is to be re-recorded with Bennett conducting. Richard Hanser, co-author of the original narration with the late Henry Salomon, will adapt the script for the new version. Alexander Scourby will be new as narrator.

The naval history of World War II was first conceived as a television series by Salomon and produced by him in association with

(more)

2 - 'Victory at Sea'

Robert W. Sarnoff, now Chairman of the Board of the National Broadcasting Company. Hyatt was with "Victory at Sea" from the start as associate producer for Salomon.

"The new version will telescope into one coherent, dramatic whole all the highlights that made the series great," Hyatt said. "The original 'Victory' has not been on the network since its first run in 1952-53, though many independent stations over the country have been showing it, some of them again and again. This continuing popularity has prompted the network to bring it back in a new form."

Salomon's interpretation of the war at sea as an overpowering human drama, rather than a mere series of naval engagements, will be fully respected in the forthcoming adaptation, Hyatt said, adding:

"In the 15 years since the end of World War II -- a short passage of time -- the war has taken on a new perspective. It seems, in a way, as if 100 years have passed. And it seems that 'Victory' is even more important for us to see now than ever before."

From the start, "Victory at Sea" won unprecedented public and critical acclaim. Pulitzer Prize-winning historian Bernard DeVoto was moved to call it "a major work of art." And he added: "It is a drama, a work of the imagination, art of a high order. And it is new under the sun."

It also has won every major prize in the industry, including the Peabody and the Sylvania. "This is one of those lasting achievements which we hope we shall be permitted to see again in years to come," the Peabody committee said. The Sylvania committee called it "the greatest program in television" and said it "could only throw our hat in the air and say, 'This is what we have been looking for; this is American television that is truly great'."

(more)

3 - 'Victory at Sea'

The original production entailed a two-year search all over the world for the combat films and related material in army, navy and air force archives of many nations as well as in newsreel companies and in private hands. The NBC unit was the first to get any war film out of Japan after the war. "Victory at Sea" used enemy footage from Japan as well as Germany.

Highlights in the new version will include the Battle of the Atlantic, with the triumph over the Nazi submarine wolf-packs; the Battle for Guadalcanal, the first great victory of the U. S. in the South Pacific; the D-Day landing in Normandy; the Kamikaze attacks on the American Navy, the most dangerous threat to it in history; the Battle for the Mediterranean, with its spectacular ship-to-ship combat; the liberation of Rome; and a sequence, described by Hyatt as "one of the most vivid examples of heroism ever captured on film," showing damaged planes coming back to crash landings on their carriers.

The 26-week series has been acclaimed on television overseas in England, Australia, Canada, Mexico, Belgium, Finland, Cuba and Japan.

Three LP recordings of the orchestral score have become best-sellers and a book version has been in steady demand since its publication last year.

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NBC-New York, 6/6/60



June 6, 1960

ACCENT OF 'THE EMMY AWARDS' COLORCAST WILL BE
ON 'ENTERTAINMENT WITH THE LIGHT TOUCH'

"The Emmy Awards" colorcast on the NBC-TV Network Monday, June 20 (10-11:30 p.m. EDT) will accent "entertainment with the light touch" provided by some of the brightest talent in showbusiness.

Just added to the cast of the award show are comedians Louis Nye, Don Knotts, Pat Harrington Jr., Dayton Allen and Bill Dana of "The Steve Allen Show."

Setting the keynote will be the evening's West Coast host, Fred Astaire. Although hosting a show is a new role for the dancer-actor, he is no stranger to television and no less a stranger to the light touch. Last year's "An Evening with Fred Astaire," the artist's first major TV role, won nine Emmys.

Also no stranger to the light touch is New York host Arthur Godfrey.

In the comedy department will be a pair of entertainers whose names are synonymous with satire -- the team of Mike Nichols and Elaine May.

Bob Finkel, executive producer of this year's show is quick to point out that the industry, with good humor, enjoys poking fun at itself and that Mike and Elaine are two of the best "fun pokers" on the scene today.

(more)

Nye, Knotts, Harrington, Dayton Allen and Dana will do a tongue-in-cheek sketch described as appropriate to program achievement in the field of public affairs and education.

Bob Newhart, who earned wide attention with his comedy album, "The Buttoned-Down Mind of Bob Newhart," will be heard in one of his satirical sketches.

This is but a partial list of the entertainers who will pace the 90-minute telecast emanating from NBC-TV's Studio 2 in Burbank, Calif., and the Ziegfeld Theatre in New York.

"There will be serious moments, too," says Finkel, "befitting the stature and dignity of the occasion. But there will be no somber moments, no interminable walks down an aisle, no ad-libbing to stall for time and no embarrassing waits for a cue card to roll around. We are designing the show primarily to entertain and we will play to the viewing audience.

"And we believe that when the last 'Emmy' has been awarded, viewers will feel that television has gained further stature and dignity and that it was the fastest 90 minutes on the little screen."

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NBC-New York, 6/6/60

June 6, 1960

NBC-TV NETWORK SENDING ITS RELIGIOUS PROGRAM UNIT
TO RIO DE JANEIRO TO COVER BAPTIST WORLD CONGRESS

Highlights of Event Will Be Telecast Sunday, July 24

The NBC Television Network will send its religious program unit to Rio de Janeiro to cover the Baptist World Congress, convening there June 26 to July 3. It is expected to be the largest religious convention ever held in Brazil.

Highlights of the congress, to be filmed in cooperation with the Radio and Television Commission of the Southern Baptist Convention, will be telecast on the network's regular religious TV program Sunday, July 24 (1:30-2 p.m. EDT).

Doris Ann, manager of religious programs for NBC Television, will be executive producer. Dr. Paul M. Stevens, who heads the Radio and Television Commission of the Southern Baptist Convention, will represent the commission.

Thousands of Baptists from an estimated 100 countries will journey to Rio de Janeiro for the 1960 World Congress, the 10th in a series held every five years.

The climax of the convention will be an address by Dr. Billy Graham at a meeting open to the general public in Maracanao Stadium, which seats 155,000 persons. He has never been in Brazil before.

In addition to Miss Ann, the NBC unit in Rio de Janeiro will include Martin Hoade, director; Mary James, associate producer;

(more)

2 - Baptist World Congress

Joseph Vadala, cameraman; Thomas Landu, assistant cameraman; William Lynch, unit manager, and Hal Kluehe, sound man. This is the same unit the network sent to Rome to make "Rome Eternal" for the "Catholic Hour" (1958) and to Israel to make "The Land of the Book" and "The People of the Book" for "Eternal Light" (1959).

Four radio programs will be taped by the Radio and Television Commission of the Southern Baptist Convention for broadcast on the NBC Radio Network's "Faith in Action" on Sundays, July 10, 17, 24, and 31 (8:05-8:30 a.m. EDT).

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NBC-New York, 6/6/60

June 6, 1960

NBC-TV STAR TENNESSEE ERNIE FORD AND FLORENCE REIF, SUPERVISOR
OF RELIGIOUS BROADCASTS FOR NBC RADIO NETWORK,
WIN AMERICAN BAPTIST RADIO-TV HONORS

American Baptist Radio-TV Award Plaques for 1960 in recognition of "outstanding and significant" contributions in broadcasting have gone to Tennessee Ernie Ford, whose program is a regular Thursday colorcast feature on the NBC-TV Network, and to Florence Reif, supervisor of religious broadcasts for the NBC Radio Network.

The citation to Ford noted that "by his efforts a spiritual emphasis is included in each of his weekly TV shows through the use of a hymn."

Miss Reif was honored "for her work with NBC Radio to present faithfully the Christian message to a national audience."

Plaques were presented to the winners June 3 at the annual meeting of the American Baptist Convention in Rochester, N. Y. The Radio-TV Committee of the Convention gives "recognition to individuals or institutions that have made an outstanding and significant contribution either in radio and/or television on the basis of merit."

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June 6, 1960

TODAY'S CANDIDATE CAN REACH MORE VOTERS IN A SINGLE TELECAST THAN HE COULD IN THREE YEARS OF WHISTLE-STOP TRAIN SPEECHES, SAYS ELMER W. LOWER, NBC NEWS MANAGER IN WASHINGTON, D.C.

Summarizes Study of Effects of TV and Radio on Politics

The traditional campaign train -- hitting the whistle-stops across the country -- is rapidly passing from the American scene and is being replaced by the combined use of airplanes and television.

Elmer W. Lower, NBC News manager in Washington, points out that today's candidate can reach more voters in a single telecast than he could address in three solid years of speaking from the back platform of a train.

"The last really effective campaign train was Harry Truman's in 1948," Lower says. "The campaign of the future will be marked by quick airplane trips and television speeches originating from widely separated spots around the country."

Lower, who is working on NBC News plans to cover the political conventions in Los Angeles and Chicago, recently completed a study of the effects of television and radio on politics. He draws these main conclusions:

"The greatest effect of television has been to make the political process an intimate one. Today's candidate is projected

(more)

right into the living room, where his every word, every gesture gets the closest attention. As a result, today's voter knows more about the candidates than ever before..."

"Radio and TV create a sense of participation and a desire to know more about the inner workings of politics. The smoke-filled room is getting a breath of fresh air and the debate over party platforms is gradually being pried out into the public view..."

"It's something more than coincidence that since the advent of broadcasting the percentage of voters exercising their franchise has been on the rise. In 1924, the first year that radio covered the conventions, 44 per cent of the eligible voters went to the polls. By 1952, the first year of full TV coverage, the figure had risen to an all-time high of 63 per cent..."

For candidates, radio and television have been a mixed blessing, Lower says, pointing out that in 1928 Herbert Hoover made better use of radio than Al Smith, who insisted on pronouncing it "rad-dio" and was somewhat handicapped by other lapses of pronunciation.

"Franklin Roosevelt seemed made for radio and took full advantage of the medium in campaign broadcasts," Lower says. "In his use of radio he easily outdistanced Hoover, Alfred Landon and Wendell Willkie -- though he nearly met his match in the radio manner of Thomas Dewey.

"By defeating Dewey in 1948, Harry Truman became the first candidate to win the Presidential election despite the fact that he was generally believed to have less radio appeal than his opponent."

(more)

3 - Elmer W. Lower

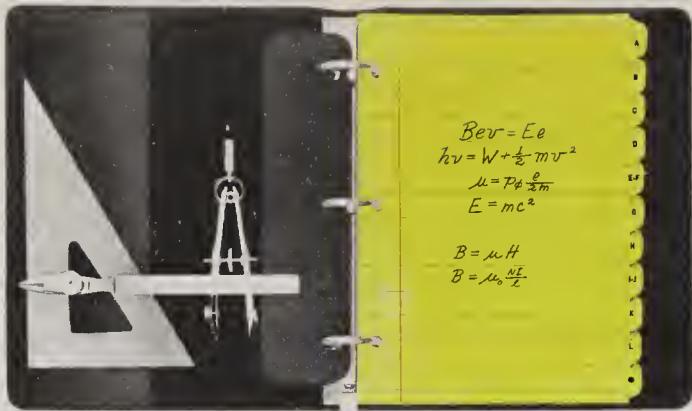
Lower recalls that in 1952, when television first covered the conventions on a national basis, leaders of both parties took due note of the new medium.

"Chairman Sam Rayburn disciplined parading delegates at the Democratic convention and asked them to keep their balloons from blocking the cameras," Lower says. "Special leaflets warned delegates to be on time and to remember that a long-range camera might zoom in on them at any time.

"At the Republican convention, it was found that the delegates were making good use of the TV coverage. They were telephoning friends and relatives watching TV at home to ask them what was really going on in the convention hall."

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NBC-New York, 6/6/60



CONTINENTAL CLASSROOM

NBC TELEVISION NETWORK

6:00-7:00 AM MON.-FRI.

June 6, 1960

543,000 STUDENTS WERE DAILY VIEWERS OF MODERN CHEMISTRY
COLORCAST COURSE ON 'CONTINENTAL CLASSROOM' LAST SEASON

It would take 5,000 to 6,500 college lecture classes to hold the 543,000 students who were daily viewers of the NBC-TV Network's "Continental Classroom" colorcast course in Modern Chemistry during the season just ended. The course, which began last September, ran through the end of May.

Dramatic evidence of continued enthusiasm and interest generated by "Continental Classroom" -- TV's pioneering effort to help repair the lag in qualified science instruction -- was revealed this week in the latest audience tabulation.

Modern Chemistry was viewed by 1,646,000 different persons every week (Mon.-Fri., 6:30-7 a.m. local time). Atomic Age Physics, repeated this year on kinescopes and TV tape recordings (Mon.-Fri., 6-6:30 a.m. local time), attracted over a quarter-million different viewers weekly. The daily viewing audience of 60,000 for Atomic Age Physics would fill 600 to 700 college classrooms.

Modern Chemistry was carried by 125 NBC stations, affording 95 per cent coverage of U. S. television homes. Atomic Age Physics was seen on 76 stations this season with 79 per cent coverage of U. S. TV homes.

(more)

2 - 'Continental Classroom'

The whole hour presentation was viewed by 1,728,000 different persons during an average week and, over a two-week period, by more than 2,500,000 different viewers.

Next season the Modern Chemistry course will be repeated on color TV tape recordings Monday through Friday from 6 to 6:30 a.m. local time from Sept. 26 through May 26.

A new course in Contemporary Mathematics will be colorcast Monday through Friday from 6:30 to 7 a.m. local time from Sept. 26 through May 26, as previously announced.

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NBC-New York, 6/6/60

NBC COLOR TELEVISION NEWS



June 7, 1960

COLORCAST TELLING STORY OF COMING OF CHRIST AND HIS MINISTRY
TO BE PRODUCED BY NBC 'PROJECT 20' FOR DEC. 21 PRESENTATION

- - -

Program Will Be Sponsored by United States Steel

A program telling the story of the coming of Christ and His ministry will be produced by the NBC-TV "Project 20" unit for presentation next season, according to an announcement today by Walter D. Scott, Executive Vice President, NBC Television Network.

The program, as yet untitled, will be sponsored by United States Steel and telecast in color Wednesday, Dec. 21, from 8:30 to 9 p.m. EST. Donald B. Hyatt, NBC Director of Special Projects, will be producer and director.

Described by Hyatt as "a narrative approach to the most inspiring story ever told," the program will employ a still-pictures-in-motion technique similar to that used for two highly acclaimed earlier "Project 20" shows, "Meet Mr. Lincoln" and "Mark Twain's America."

It will draw upon thousands of pictures in which the greatest artists of the ages have depicted the life of Christ. "The world's great art treasures provide an almost unlimited wealth of pictorial material which has never been used for television as we plan to use it," Hyatt said.

(more)

An intensive search for pictures in museums and private collections throughout the world has already begun under the direction of Daniel W. Jones, head of picture and film research for "Project 20."

Richard Hanser will write the script, which will draw heavily on the words of the Bible. Robert Russell Bennett will compose and conduct a special symphonic score.

"We shall picture not only Christ Himself but the world He lived in, the people around Him, the atmosphere and feel of His time and place," Hyatt said. "We shall try to portray the image of Christ not by diminishing His stature in any way, nor by tampering with the concept of His divinity, but by trying to make Him seem real and alive -- a living figure who once walked the earth in the guise of a man like other men."

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NBC-New York, 6/7/60

June 7, 1960

LEVER BROTHERS PURCHASES SPONSORSHIP IN 'MOMENT OF FEAR,'
NEW FULL-HOUR COLORCAST SERIES ON NBC-TV NETWORK

Lever Brothers Company has purchased sponsorship in the full-hour colorcast series, "Moment of Fear," which begins on NBC-TV July 1, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

The series, which will be telecast live on Fridays (10-11 p.m. EDT), will be produced by Robert Stevens, featuring suspense stories dealing with both reality and fantasy.

The opening program in the series will be "The Third Party," an original teleplay by James Yaffe, telling of suspenseful events that follow the sudden death of a Presidential candidate in the year 1972.

The Lever Brothers purchase was made through Sullivan, Stauffer, Colwell & Bayles, Inc.

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THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

June 7, 1960

NBC NEWS TO PRESENT 3 FULL-HOUR SPECIAL NIGHTTIME TELECASTS
COVERING PRESIDENT EISENHOWER'S TRIP TO FAR EAST

NBC Radio Network Also to Offer Special Programs

Three full-hour nighttime programs covering President Eisenhower's trip to the Far East (June 12-26) will be presented on the NBC-TV Network. The three NBC News specials are:

Friday, June 17 (8:30-9:30 p.m. EDT) -- Coverage of the President's stops at Anchorage, Alaska, and Wake Island and his three-day stay in the Philippines.

Tuesday, June 21 (8:30-9:30 p.m. EDT) -- Coverage of the President's visits to Formosa, Okinawa and Japan, where he will spend four days.

Saturday, June 25 (9:30-10:30 p.m.) -- A summary and evaluation of the entire trip, including the President's visit to Korea and his stop in Honolulu.

In addition, the President's departure from Washington will be covered on "Edwin Newman Reporting" Sunday, June 12 (NBC-TV Network, 6:30-7 p.m. EDT). This program will also examine the significance of the President's first visit to the new states of Alaska and Hawaii and the problems posed by the Japanese demonstrations against the new U. S.-Japan security treaty.

(more)

2 - Eisenhower's Trip

The NBC Radio Network will present two special programs titled "The President in the Far East":

The first Wednesday, June 15 (9:05-9:30 p.m. EDT), will cover the President's travels as far as Manila.

The second, Wednesday, June 22 (9:05-9:30 p.m. EDT), will cover the trip up to the President's departure from Japan.

The NBC News coverage will be coordinated by Leonard Allen, Manager, Foreign News, who will leave New York for the Far East on June 10. He will join NBC News correspondent James Robinson, director Fred Rheinstein and cameraman Dexter Alley, who have been filming background stories on Formosa, Quemoy, Hawaii, Hiroshima and other places along the President's route.

NBC News correspondents Ray Scherer and Bill Henry, cameraman Bradford Kress and soundman John Langenegger will accompany the Presidential party. Chief Far Eastern Correspondent Cecil Brown will join them during the President's visit to Japan.

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NBC-New York, 6/7/60



June 7, 1960

'TODAY' TO ORIGINATE IN LOS ANGELES AND CHICAGO
FOR COVERAGE OF THE POLITICAL CONVENTIONS

Dave Garroway's NBC-TV "Today" show will originate live from Los Angeles and Chicago in July to cover the national political conventions.

The two-hour morning program (Monday through Friday, 7-9 a.m. EDT) will set up complete television studios in both convention headquarters, the Biltmore Hotel in Los Angeles (for the Democrats), and the Conrad Hilton in Chicago (for the Republicans).

As the first highlight on the show each day, there will be a recap of convention proceedings. Outstanding events of the previous day's session will be telecast via tape. Political experts will be in "Today's" studios to interpret the happenings and Garroway will talk to newsmaking personalities.

"Today" news editor Frank Blair will interview leading candidates, party leaders and heads of the important state delegations.

Part of each program will be devoted to projecting what to watch for in upcoming telecasts.

In keeping with its regular format of features and entertainment, "Today" will present background segments on the convention cities. Features are scheduled for each day and special projects editor Paul Cunningham will be reporting on many of the behind-the-scene activities.

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June 7, 1960

STREAMLINED SYSTEM FOR TWO-WAY TALK BETWEEN NBC NEWSMEN
AND CONVENTION CENTRAL WILL GIVE NETWORK'S VIEWERS
MORE THOROUGH COVERAGE OF POLITICAL SESSIONS

A streamlined communications operation, including a new "audio preview" system, will give NBC Television viewers more thorough coverage of the national political conventions next month.

Technical Supervisor Robert C. Smith of NBC-TV Network Operations, in charge of the engineering facilities arrangements, said the audio preview system permits direct two-way conversations between NBC reporters and NBC Convention Central, eliminating supplementary equipment previously necessary.

"In the past, a reporter on the convention floor could not give a director information that was not intended for air broadcast, although he could receive messages through the receiver connected to his microphone," Smith said. "If he wanted to report that he had a news bulletin or was ready with an interview, he had to get to a floor telephone. There were many occasions when a timely interview was lost because he could not make his way through the crowd and reach the director fast enough."

Under the new system, any microphone can be "previewed" before its incoming feed is used on the air. Smith said the system

(more)

will apply not only to reporters on the convention arena floor but also to newsmen in the headquarters hotel and at other points in the convention city, and even to NBC News correspondents in New York or overseas who can contribute to the convention coverage.

"Not only will viewers be less likely to miss an important interview at the most timely moment, but there won't be any awkward delay while the interview is being set up," he said. "It has happened that a reporter, about to introduce the head of some delegation, would discover his man had become involved in a conversation on the way to the microphone. The microphone had to be kept open until the delegate was ready to talk, even though the only sound coming over it was the hubbub of the convention floor.

"But now, all that preliminary chatter will be heard only by the director, and when the audience is told that an interview is coming up, we'll be ready with it."

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NBC-New York, 6/7/60

SEN. JOHN F. KENNEDY TO BE 'JACK PAAR SHOW' GUEST

Senator John F. Kennedy (D.-Mass.) will be a guest on "The Jack Paar Show" of Thursday, June 16 on the NBC-TV Network.

Senator Kennedy will be interviewed by Paar.

("The Jack Paar Show" is telecast Mondays through Fridays, 11:15 p.m.-1 a.m. EDT).

As announced earlier, Senator Kennedy will be the interview subject of "Meet the Press" on the NBC-TV and NBC Radio Networks Sunday, June 12.

NBC-New York, 6/7/60

NBC TELEVISION NETWORK NEWS

June 7, 1960

NBC-TV (WITH 51 SHOWS LISTED) TOPS COMBINED TOTAL OF OTHER
TWO NETWORKS IN TV GUIDE'S ROSTER OF "OUTSTANDING SHOWS"

In the current (June 4) issue of TV Guide, 51 NBC-TV shows -- more than the combined total of the other two networks -- are included in a list of 100 "outstanding network shows" from the past season.

Of this number, 20 were major NBC dramatic presentations, including five of "The Hallmark Hall of Fame" series, four "Sunday Showcase" productions, and an equal number of "Ford Startime" dramas. "The Moon and Sixpence" and Rexall's "The Devil and Daniel Webster" were also cited.

Another 17 of the NBC total were in the music and variety category, and included such memorable events as the NBC Opera's "Don Giovanni," "The Bell Telephone Hour" presentation of "The Four of Us," "The Dinah Shore Chevy Show" special entitled "Pacific Festival," and "Another Evening with Fred Astaire."

From the news and public affairs field, the magazine selected eight outstanding NBC shows: Archibald MacLeish's "The Secret of Freedom," "Meet the Press," three of NBC's new series of "World Wide 60" programs, and the entire list of "Project 20" offerings this season -- "Life in the Thirties" "Not So Long Ago" and "Mark Twain's America."

In sports coverage too, NBC predominated over the competing networks with six major events, including the World Series, the Army-Navy game, and All-Star Bowling.

(more)

2 - Outstanding Shows

The leading personality of the season also belonged to NBC, according to the TV Guide article. The versatile Art Carney appeared three times in two separate categories: in "Our Town" and "Call Me Back" for drama, and in "Very Important People" for musical-variety.

All the networks were hailed for their coverage of such major news events as Premier Khrushchev's visit, Princess Margaret's wedding, President de Gaulle's trip to America and President Eisenhower's trips to Europe and South America.

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NBC-New York, 6/7/60

NBC COLOR TELEVISION NEWS



NBC-TV NETWORK COLORCAST SCHEDULE
For July (All Times EDT)

Friday, July 1

11-11:30 a.m. -- "The Price Is Right" - Bill Cullen is emcee.
12:30-1 p.m. -- "It Could Be You" - Bill Leyden is emcee.
8-8:30 p.m. -- "Head of the Class" - Gene Rayburn is emcee.
9:30-10 p.m. -- "Masquerade Party" - Bert Parks is host.
10-11 p.m. -- "Moment of Fear" - new suspense drama series.

Premiere drama is "The Third Party," an original teleplay by James Yaffe.

Saturday, July 2

10:30-11 a.m. -- "The Ruff and Reddy Show."
7:30-8:30 p.m. -- "Bonanza" - tonight, "The Fear Merchants" (Repeat)

Sunday, July 3

8-9 p.m. -- "Music on Ice"
9-10 p.m. -- "The Chevy Mystery Show" - Walter Slezak is host.

Monday through Friday, July 4-8

11-11:30 a.m. -- "The Price Is Right"
12:30-1 p.m. -- "It Could Be You"

Monday, July 4

10-11 p.m. -- "One Loud, Clear Voice," a drama starring Wendell Corey, Larry Blyden, Mary Fickett, Jack Klugman and John K. M. McCaffrey. (Repeat)

(more)

Tuesday, July 5

9:30-10 p.m. -- "The Arthur Murray Party" starring Kathryn and Arthur Murray. (Repeat)

Wednesday, July 6

8:30-9 p.m. -- "The Price Is Right"

Friday, July 8

8-8:30 p.m. -- "Head of the Class"

9:30-10 p.m. -- "Masquerade Party"

10-11 p.m. -- "Moment of Fear"

Saturday, July 9

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

7:30-8:30 p.m. -- "Bonanza" - tonight, "The Outcast" (Repeat)

Sunday, July 10

8-9 p.m. -- "Music on Ice"

9-10 p.m. -- "The Chevy Mystery Show"

Monday through Friday, July 11-15

11-11:30 a.m. -- "The Price Is Right"

12:30-1 p.m. -- "It Could Be You"

Tuesday, July 12

9:30-10 p.m. -- "The Arthur Murray Party" (Repeat) (Note: Program may be pre-empted by NBC-TV's coverage of the Democratic National Convention.)

Wednesday, July 13

8:30-9 p.m. -- "The Price Is Right" (Note: Program may be pre-empted by NBC-TV's coverage of the Democratic National Convention.)

(more)

3 - NBC-TV Network Colorcast Schedule for July

Friday, July 15

8-8:30 p.m. -- "Head of the Class"

9:30-10 p.m. -- "Masquerade Party"

10-11 p.m. -- "Moment of Fear"

(Note: The above programs for Friday evening, July 15, may be pre-empted by NBC-TV's coverage of the Democratic National Convention.)

Saturday, July 16

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

7:30-8:30 p.m. -- "Bonanza" - tonight, "House Divided" (Repeat)

Sunday, July 17

8-9 p.m. -- "Music on Ice"

9-10 p.m. -- "The Chevy Mystery Show"

Monday through Friday, July 18-22

11-11:30 a.m. -- "The Price Is Right"

12:30-1 a.m. -- "It Could Be You"

Monday, July 18

7:30-8:30 p.m. -- "Riverboat" - (Repeat) (Note: Program is telecast in color tonight only.)

Tuesday, July 19

9:30-10 p.m. -- "The Arthur Murray Party"

Wednesday, July 20

8:30-9 p.m. -- "The Price Is Right"

Friday, July 22

8-8:30 p.m. -- "Head of the Class"

9:30-10 p.m. -- "Masquerade Party"

10-11 p.m. -- "Moment of Fear"

(more)

4 - NBC-TV Network Colorcast Schedule for July

Saturday, July 23

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

7:30-8:30 p.m. -- "Bonanza" - tonight, "Desert Justice"

Sunday, July 24

8-9 p.m. -- "Music on Ice"

9-10 p.m. -- "The Chevy Mystery Show"

Monday through Friday, July 25-29

11-11:30 a.m. -- "The Price Is Right"

12:30-1 p.m. -- "It Could Be You"

Tuesday, July 26

9:30-10 p.m. -- "The Arthur Murray Party" (Repeat) (Note: Program may be pre-empted by NBC-TV's coverage of the Republican National Convention.)

Wednesday, July 27

8:30-9 p.m. -- "The Price Is Right" (Note: Program may be pre-empted by NBC-TV's coverage of the Republican National Convention.)

Friday, July 29

8-8:30 p.m. -- "Head of the Class"

9:30-10 p.m. -- "Masquerade Party"

10-11 p.m. -- "Moment of Fear"

(Note: The above programs for Friday evening, July 29, may be pre-empted by NBC-TV's coverage of the Republican National Convention.)

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5 - NBC-TV Network Colorcast Schedule for July

Saturday, July 30

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

7:30-8:30 p.m. -- "Bonanza" - tonight, "Magnificent Adah"

(Repeat)

Sunday, July 31

8-9 p.m. -- "Music on Ice"

9-10 p.m. -- "The Chevy Mystery Show"

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NBC-New York, 6/7/60

June 8, 1960

RECORD LEVEL OF NEARLY \$20,000,000 IN NEW AND RENEWED BUSINESS
REPORTED IN DAYTIME PROGRAM SALES DURING MAY ON NBC-TV NETWORK

A record level of nearly \$20,000,000 in new business and renewals was reported in daytime program sales during May on the NBC-TV Network by Don Durgin, Vice President, NBC Television Network Sales.

Of this figure, more than one-third -- \$7,200,000 in time and program billings -- represents new or additional business from a variety of national advertisers for more than 507 quarter hours. Major renewals, representing more than 980 quarter hours, came to more than \$12,200,000.

Advertisers placing new or additional business were General Mills Inc., Knox Gelatin Company, Thomas Leeming & Company Inc., Mentholatum Company, Plough Inc., Procter & Gamble Company and the Purex Corporation Ltd. Renewal purchases were from Alberto-Culver Company, Lever Brothers Company, Miles Laboratories Inc., and Procter & Gamble.

"The NBC-TV daytime rating performance and cost efficiency are contributing strongly to this sales upturn," Mr. Durgin said. "The strong audience trend is to NBC-TV daytime for Fall with additional program strength represented by Loretta Young and Danny Thomas repeats. The network is also negotiating additional major daytime purchases with several other advertisers," Mr. Durgin said.

New business ordered on NBC-TV daytime programs during May, and the agencies through which the orders were placed, were as follows:

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General Mills Inc., through Dancer-Fitzgerald-Sample Inc. purchased quarter hours on these shows: "Play Your Hunch," "The Price Is Right," "Concentration," "Loretta Young Theatre," "Young Dr. Malone" and "Comedy Playhouse," beginning in September. General Mills has also placed orders for "The Lone Ranger" and "Captain Gallant," which will begin in October.

Knox Gelatin Company, through Charles W. Hoyt Company, purchased quarter hours of "Loretta Young Theatre" beginning in October.

Thomas Leeming & Company has ordered quarter hours, through William Esty Company, on "Dough Re Mi," "Play Your Hunch," "The Price Is Right," "Concentration," "It Could Be You" and "Young Dr. Malone," all beginning in October.

The Mentholatum Company, through J. Walter Thompson Company, has purchased quarter hours on "Play Your Hunch," "The Price Is Right" and "It Could Be You," beginning in October.

Plough Inc., through Lake-Spiro-Sherman Inc., signed for sponsorship of "Young Dr. Malone" and "From These Roots," beginning in June.

Procter & Gamble, through Dancer-Fitzgerald-Sample and Benton & Bowles, ordered quarter hours of "The Loretta Young Theatre" and "It Could Be You."

The Purex Corporation ordered quarter hours of "From These Roots," beginning in September, as well as special daytime programs, through Edward H. Weiss Company.

(more)

3 - Daytime Sales

Renewed business in daytime programs included the following:

Alberto-Culver Company, through Geoffrey Wade Advertising, renewed its quarter hours in "The Price Is Right," "Concentration," "Truth or Consequences," "It Could Be You," "Queen for a Day" and "Young Dr. Malone."

Lever Brothers Company has renewed its quarter hours of "The Price Is Right" through Batten, Barton, Durstine & Osborn Inc.

Miles Laboratories Inc., also through Geoffrey Wade Advertising, renewed quarter hours in "Play Your Hunch," "The Price Is Right," "Concentration," "Truth or Consequences," "It Could Be You" and "Young Dr. Malone."

Procter & Gamble has renewed quarter hours of "Truth or Consequences," "It Could Be You," "The Loretta Young Theatre" and "Young Dr. Malone" beginning in the Fall. The orders were placed through Compton Advertising Inc., Young & Rubicam Inc., and Dancer-Fitzgerald-Sample.

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NBC-New York, 6/8/60

NBC TRADE NEWS

June 8, 1960

DOUGLAS LUTZ IS APPOINTED MANAGER, NIGHTTIME PROGRAM OPERATIONS
AND PETER M. AFFE MANAGER, DAYTIME PROGRAM OPERATIONS

Douglas Lutz and Peter M. Affe have been appointed Manager, Nighttime Program Operations, and Manager, Daytime Program Operations, respectively, it was announced today by Alan D. Courtney, Vice President, Program Administration, NBC Television Network.

Thomas F. Madigan continues as Manager, Nighttime Program Operations with responsibility for Monday-through-Thursday programming, and Mr. Lutz will handle Friday-through-Sunday nighttime programming, Mr. Courtney said.

A native New Yorker, Mr. Lutz joined NBC in November, 1951, as Studio Supervisor and was named a Unit Manager in 1954. In the latter capacity, he worked on NBC-TV productions including "The Dinah Shore Show," "The Bell Telephone Hour" and the telecast of the 1956 Democratic convention.

Earlier, he studied at the American Theater Wing and worked with stock companies as an actor, stage manager and designer. He served with the U. S. Navy from February, 1943, to March, 1946.

Mr. Lutz lives in Manhattan.

Mr. Affe, who has been Manager, Facilities Planning and Utilization, since March, 1959, joined NBC-TV in 1943, and in 1946 was made assistant newsreel editor. Two years later he was promoted to the new television operations department as a programming assistant, and in 1949 was named Supervisor of production control -- responsible

(more)

2 - Appointments

for all on-air operations of the network. In 1950 he took over the job of assigning studio space and operating personnel for NBC's rapidly expanding television programming.

In June, 1951, Mr. Affe was transferred to the network's owned and operated television station in New York (then WNBT) as supervisor of production and operations. He was promoted to Program Manager for WNBT in October, 1952. The following year he was named Manager of Operations for the station, and in this capacity produced "Wonder House," the first real estate program on TV, and the first Dean Martin-Jerry Lewis Telethon for the New York Heart Fund.

He was appointed Manager of Studio and Film Operations in August, 1956, and in March, 1957, was promoted to Director of Operations for WRCA, WRCA-FM and WRCA-TV.

Mr. Affe, his wife and son live in Great Neck, N. Y. He is a member of the Radio and Television Executives Society.

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NBC-New York, 6/8/60



June 8, 1960

VIRTUALLY EVERY AMERICAN OF VOTING AGE WILL SEE
1960 CONVENTIONS ON TV OR HEAR THEM ON RADIO,
STATES NBC NEWS HEAD WILLIAM R. McANDREW

Virtually every American of voting age will see the 1960 National Political Conventions on television or hear the proceedings on radio.

William R. McAndrew, Vice President, NBC News, today released NBC figures showing that 87 per cent of all American homes are now equipped with television and more than 96 per cent are equipped with radio.

"With all three networks carrying the Democratic and Republican conventions on both television and radio, practically every voter in the country will be exposed to the broadcast coverage at least once during the sessions," Mr. McAndrew said.

"If past experience is any guide, this broader exposure will mean greater interest in the campaign, a better informed electorate, and a larger turnout at the polls on Election Day."

Mr. McAndrew said that the number of television homes has increased 23 per cent since 1956 -- from 36,500,000 to 45,200,000. In the same period radio homes increased five per cent -- from 47,300,000 to 49,450,000.

(more)

2 - Convention

Television "penetration" -- the percentage of homes with TV -- has risen from 74 per cent in 1956 to 87 per cent this year. Radio coverage has kept pace with the increase in the total number of homes and thus radio penetration has remained constant at 96.3 per cent.

The conventions will be viewed in 42,036,000 television homes -- or 93 per cent of all TV homes, according to NBC estimates. Thus, with an average of 2.2 viewers per set, some 92,479,000 people will watch the conventions on TV.

NBC compilations show that in 1956 the average home watched the Democratic Convention nine hours and 39 minutes and viewed the Republican Convention seven hours and 22 minutes.

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NBC-New York, 6/8/60



June 8, 1960

SHOOTING STARTS IN ORIGINAL SHAKESPEARE LOCALE OF SCOTLAND'S HILLS
FOR "HALLMARK HALL OF FAME" 2-HOUR FALL COLORCAST OF "MACBETH"

Stars Maurice Evans and Judith Anderson Supported by British Actors

Shooting started this week at Hermitage Castle in the Cheviot hills of Scotland on the "Hallmark Hall of Fame" two-hour production of "Macbeth."

"Macbeth," scheduled for Fall presentation on the NBC-TV Network, is being filmed in the same setting Shakespeare used for his tragedy, according to producer-director George Schaefer.

The play is being filmed in color by Schaefer and his Compass Productions. It stars Maurice Evans and Dame Judith Anderson, two of the most noted Shakespearean actors of this century. They will be supported by a group of British actors.

The supporting cast includes Michael Hordern as Banquo, Felix Aylmer as the doctor, Malcolm Keen as Duncan, George Rose as the porter, Megs Jenkins as the nurse, and Jeremy Brett as Malcolm.

For the witches, Schaefer promises what he cryptically describes as a "new concept." Since April Olrich, who plays the third witch, is one of the most glamorous and sought-after young actresses in English films, Schaefer's claim would appear to have some validity.

"Macbeth" was presented on the "Hallmark Hall of Fame" in 1954, but the new production is probably the most ambitious offering

(more)

2 - 'Macbeth'

undertaken for the distinguished prize-winning series. Schaefer, who also directed the 1954 version, has been associated with the series since 1953, and last year won a TV Emmy Award as "best director" for "Little Moon of Alban."

Schaefer has taken to Scotland a unit of some 50 of Britain's top technicians to film location scenes for "Macbeth." Glamis Castle, as well as Hermitage Castle, figures in the production. For more than 800 years Glamis Castle has been the home of the Earls of Strathmore. It was the birthplace of Princess Margaret, and has been the favorite residence of the Queen Mother.

Among the technicians who will assist in the production of "Macbeth" are some of the best-known names in the British film industry, including lighting cameraman Freddie Young, production supervisor Leigh Aman (who in private life is Lord Marley), and technical director Anthony Squire.

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NBC-New York, 6/8/60

SPRINGFIELD (MASS.) COLLEGE HONORS ART LINKLETTER

Art Linkletter, stuntmaster of NBC-TV Network's "People Are Funny" series, will receive an honorary Doctor of Humanics degree from Springfield (Mass.) College on Sunday, June 12.

Springfield President Glenn Olds, said, "Springfield College recognizes Linkletter for his contributions to community and youth, and as a symbol of the kind of understanding of mankind for which this college educates its students.

"Linkletter has achieved what our students try to attain."

Mrs. Linkletter will accompany her husband on the trip to receive the honor.

NBC-New York, 6/8/60



June 8, 1960

'EMMY AWARDS' COLORCAST WILL HAVE DINAH SHORE,
CHUCK CONNORS AND JOE FLYNN AS SPECIAL GUESTS

Dinah Shore (NBC-TV "Chevy Show" star), Chuck "Rifleman" Connors and comedian Joe Flynn will be special guests on "The Emmy Awards" colorcast on the NBC-TV Network Monday, June 20 (10 to 11:30 p.m. EDT), it was announced by executive producer Robert Finkel.

Each of the guests will make some brief humorous comment about television in general and one award in particular prior to the award's actual presentation by Fred Astaire, the host of the West Coast portion of the 90-minute proceedings.

There will be 21 Emmys presented on the colorcast, which will originate in Burbank and New York.

Other special guests will be announced later.

* * *

NOTE TO EDITORS: Ed Pierce will serve as producer and Van Fox will be the director of the New York segment of "The Emmy Awards." An earlier announcement incorrectly stated that Pierce would serve in the dual capacity of producer-director in New York.

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THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

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June 9, 1960

COMMERCIAL TV STARTS IN ARGENTINA WITH INAUGURATION OF BUENOS AIRES
OUTLET WITH WHICH THE NATIONAL BROADCASTING COMPANY IS ASSOCIATED

Channel Nine Is First Private Station in the Second
Largest Market of the Western Hemisphere

Commercial telecasting on Argentina's new TV outlet, Channel Nine in Buenos Aires, was officially begun today, June 9, marking the inauguration of privately operated television in the second largest market in the Western Hemisphere.

The new station, with which the National Broadcasting Company is associated, is the first private station in this market of more than 7,000,000 inhabitants. The Argentine Government has operated Channel Seven in Buenos Aires since 1952.

The new broadcast plant, which includes an 11-kw transmitter, is RCA equipped throughout. The station's radiated power will be 140,000 watts, with a transmitter feeding the signal through a 16-gain antenna from atop the Ministry of Public Works building in downtown Buenos Aires. Channel Nine presently has two video tape units and a completely equipped mobile unit is scheduled for delivery within a few months. John Cimba, RCA Field Service Representative, has been in Argentina for three months supervising the installation of equipment.

Alfred R. Stern, Vice President of the NBC Enterprises Division, represented NBC at the inauguration of telecasting.

The initial staff of Compania Argentina de Television (CADETE) which operates Channel Nine, will comprise more than 300 employees

(more)

in spacious studios in the Palermo Chico section of Buenos Aires. The President of the company is Dr. Ildefonso Recalde and the Managing Director is Curt G. Lowe. Many of the station's personnel received assistance from NBC personnel during their training period for TV work.

Representing NBC are George Graham, NBC Staff Engineer, who has been at the station since February; Richard T. Hollands, former NBC Budgets and Financial Planning Director, who arrived with his family in January to remain for two years, and Peter B. Kenney, previously Vice President and General Manager of WNBC, formerly an NBC-owned station in Hartford, Conn. Mr. Kenney has been in Buenos Aires since last October.

Channel Nine will operate initially on a six-hour daily schedule -- 6 p.m. until midnight -- with broadcast hours due to be extended within 30 days. Approximately 50 per cent of the station's programming will be live and will originate from the five large studios in the Channel Nine Building on Figueroa Alcorta. The more than 400,000 TV homes in the Argentine capital will have an opportunity to view the top talent in Argentina in live dramatic, comedy, quiz and variety shows, as well as film offerings including the best of American syndicated products from NBC, MCA, Warner Brothers, Screen Gems, Ziv-United Artists and others. The programs have been dubbed in Spanish.

Among the major advertisers sponsoring programs on the new station are Philips, Suchard, Coca Cola, Philco, Nestle, Alka Seltzer, General Electric, Kaiser, Remington, Gillette and Panagra.

Congratulatory messages from President Frondizi and from government officials in Argentina and around the world have been received by the new station.

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THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N.Y.

June 9, 1960

PROGRAM CHANGE

GOVERNOR NELSON A. ROCKEFELLER WILL BE 'MEET THE PRESS' GUEST
SUNDAY, JUNE 12; SENATOR JOHN F. KENNEDY TO GET NEW DATE

Governor Nelson A. Rockefeller of New York will be the guest on "Meet the Press" Sunday, June 12 (NBC-TV Network, 6 p.m. EDT; NBC Radio Network, except WNBC, as part of "Monitor," 6:30 p.m. EDT. WNBC time, 6:35 p.m. EDT).

Lawrence E. Spivak, producer of "Meet the Press," said that Governor Rockefeller had been scheduled to appear on the program Sunday, June 19, and explained that the interview had been advanced a week in the light of the Governor's statement yesterday challenging Vice President Richard M. Nixon to make clear his position on national issues.

Senator John F. Kennedy (D.-Mass.), who was previously announced as the guest for Sunday, June 12, will be interviewed on "Meet the Press" at a later date.

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June 9, 1960

A 'TELEVISION STATION ON WHEELS' IS BOON
TO NBC NEWS COVERAGE OF THE CONVENTIONS

One of the key pieces of equipment in the NBC-TV Network coverage of the 1960 political conventions -- the NBC Cadillac -- is based on a concept developed during the one-week interval between the Republican and Democratic sessions in Chicago eight years ago.

The NBC Cadillac, a complete one-camera transmitting television station, will be used to cover motorcades and other outdoor sequences at the July conventions -- a use for which it has proved highly effective in the past. It is an exclusive feature of NBC's facilities.

The transmitting unit was invented by two NBC engineers, Robert C. Smith and Robert Pierce, who found time on their hands between the two meetings in 1952 and decided to attack the problem of whether a TV picture signal could be sent successfully from a moving vehicle. Both men were microwave engineers at the time. Smith is now Technical Supervisor of NBC-TV Network Operations, in charge of NBC's engineering facilities at this year's conventions, and Pierce is a maintenance engineer at NBC's Burbank studios.

"We had to find a means of transmitting a picture with sufficient strength to be unaffected by the bobbing or weaving motion of a moving vehicle," Smith said. "We figured that the signal pattern

(more)

2 - Convention

radiating from a horn-shaped transmitter would be far superior to the pattern from the parabolic disk currently in use, because less of the fringe area energy would be lost if using a horn."

Using shop equipment not designed for the purpose, they managed to make a horn from a sheet of copper, and then plated it with a silver-plating set they bought at a hardware store for \$1.29.

Mounted on a truck, the horn worked so well that NBC News used this makeshift unit to cover the procession in which Adlai Stevenson rode from his hotel to Chicago's International Ampitheatre to make his acceptance speech after his nomination.

NBC was so impressed with the performance of the new device that it equipped the Cadillac in time to cover the inauguration of President Eisenhower the following January. NBC also permitted the Canadian Broadcasting Company to duplicate this moving TV station for coverage of Queen Elizabeth's visit last June.

The NBC Cadillac will be sent by rail from New York to Los Angeles for the Democratic convention and then to Chicago for the Republican convention.

The microwave horn now gathers dust on a shelf in an NBC warehouse. It has been replaced by the parabolic disk, which today can be used more effectively in transmitting TV picture information from a moving vehicle by virtue of the fact that transmitting equipment is 10 times more powerful than it was in 1952.

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NBC-New York, 6/9/60

DAVE GARROWAY RETURNS TO FAMILIAR NBC LOCALE IN CHICAGO
TO ORIGINATE 'TODAY' SEGMENTS AT HOME FURNISHINGS SHOW

Dave Garroway, host of "Today" returns to his "hometown" of Chicago this month to telecast segments of his NBC-TV Network program from the Home Furnishings Show at the Merchandise Mart June 20 and 21.

Garroway, whose early radio and television career was prominently identified with the NBC-owned stations in Chicago, will be using the facilities of WNBQ to take his "Today" viewers on a tour of the largest merchandising exhibition in the country. Since the display is closed to the public, this will be an exclusive preview of what will be on the market next year.

"Today" will point out new trends and design in home furnishings and Garroway will interview experts in the field including furniture and textile designers, decorators and architects.

On Monday, June 20 "Today" will originate from the exhibition hall in the Merchandise Mart during the 7 to 7:30 a.m. EDT segment and again in the 8 to 8:30 a.m. EDT period.

In the first spot Garroway will talk to Michael Taylor, one of the country's leading furniture creators. Together they will view Taylor's all-white bedroom ensemble which is designed in 17th Century style.

Comedian Morey Amsterdam, currently appearing at Chicago's Cloisters, will visit the show.

In the 8 to 8:30 a.m. EDT segment Garroway will tour the Mart pointing out leading exhibits.

On Tuesday, the entire 7:30 to 8:30 a.m. EDT hour will be devoted to the show and will originate from the exclusive M & M club

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(more)

in the Mart. A roundtable discussion will be conducted between fabric designer Boris Kroll, furniture designer Ed Warmley, Vera Hahn of Home Furnishings Daily, and other guests. They will discuss latest trends in designing for the homes and how they will affect the current market.

Art Van Damme and his quintet will be the entertainment feature.

Bill Healion will direct the Chicago originations and a staff of "Today" writers will scout the exhibition for outstanding highlights.

("Today" is telecast Mondays through Fridays, 7-9 a.m. EDT.)

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NANCY KOVACK TO BE "TODAY'S" GIRL-OF-THE-WEEK

Broadway actress Nancy Kovack will be Girl-of-the-Week June 13 to 17 on the NBC-TV Network's "Today" program.

Miss Kovack recently had a leading role in the Broadway play, "The Disenchanted," with Jason Robards Jr. She has just finished a movie, "Strangers When We Meet" which will be released soon.

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NBC-New York, 6/9/60

SECRECY ENVELOPS ENVELOPE-LESS 'EMMY AWARDS'

There's a New Look to Manner of Presentations; Just How
Winners Will Be Identified Won't Be Disclosed Ahead

Emmy will sport a new look this year!

Gone will be the familiar dais, the banquet look, the "presenters" and envelopes.

"The Emmy Awards" on the NBC-TV Network Monday, June 20 (10-11:30 p.m. EDT) will be telecast in color for the first time and will stress simplicity.

In place of lavish settings will be a cyclorama -- a curtain reaching from floor to ceiling and around NBC's color studio in Burbank, the program's West Coast origination point. A similar curtain will be placed in the Ziegfeld Theatre, New York, for the show's East Coast origination.

This was designed to give viewers a feeling that they are a part of the festivities. Executive producer Robert Finkel describes it as a "theatre in the round."

Downstage center will be "bleachers," occupied by nominees and other prominent stars and TV personalities.

No longer will stars serve as "presenters." This time they will be special guests and participate in the show, commenting on the award and handing the Emmy to the show's hosts, Fred Astaire on the West Coast and Arthur Godfrey in New York.

And there will be no opening of envelopes to announce winners. Instead there will be a novel device which will remain secret until the first winner is announced.

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NBC-New York, 6/9/60

June 9, 1960

'THE PRESIDENT IN THE FAR EAST'

- - -

Two Special Programs on NBC Radio Network
To Report and Analyze Eisenhower's Trip

A full report and analysis of President Eisenhower's trip to the Philippines, Korea, Formosa and Japan will be presented in two special NBC Radio Network programs on Wednesday, June 15 and Wednesday, June 22 (both from 9:05 to 9:30 p.m. EDT).

The programs, titled "The President in the Far East," will feature interviews with Philippines President Ramon Garcia and Nationalist Chinese leader Chiang kai-Shek, both of whom will meet with the President during his trip.

The June 15 program will be broadcast while President Eisenhower is in the Philippines. NBC News correspondent Merrill Mueller will be anchorman on the program.

The June 22 program will be presented as the President completes his trip to Formosa, Japan and Korea. NBC News correspondent William Ryan will be anchorman.

The programs will include reports by NBC News correspondents Ray Scherer and Bill Henry, who will travel with the Presidential party. Other correspondents reporting from the scene will be Cecil Brown, James Robinson, Hal Bowie, Glen Troelstrup and Katherine Clark.

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June 10, 1960

GENERAL MOTORS JOINS GILLETTE AS CO-SPONSOR OF WORLD SERIES
AND BLUE-GRAY AND ROSE BOWL FOOTBALL GAMES
ON NBC-TV AND RADIO NETWORKS

The General Motors Corporation will co-sponsor with the Gillette Safety Razor Company three of the nation's outstanding sports events, beginning with the World Series this Fall, on the NBC Television and Radio Networks. The announcement was made today by Robert E. Kintner, President of the National Broadcasting Company.

In addition to the World Series, General Motors will share sponsorship with Gillette of two traditional post-season college football games, the Blue-Gray and the Rose Bowl.

The Blue-Gray Game is played at Montgomery, Alabama, during the Christmas season and features top college players from the North and South. The Rose Bowl Game, played at Pasadena, California, will pit the champion of the Athletic Association of Western Universities against an outstanding team from another section of the nation.

The advertising agency for General Motors is McCann-Erickson, Inc. Gillette's agency is Maxon, Inc.

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June 19, 1960

AMERICAN GAS ASSOCIATION WILL CO-SPONSOR
'THE BARBARA STANWYCK THEATER' ON NBC-TV
MONDAY NIGHTS IN 1960-1961 SEASON

The American Gas Association, in a move to NBC-TV in the Fall, will co-sponsor "The Barbara Stanwyck Theater" for the 1960-61 season, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

The new half-hour drama-adventure series with Miss Stanwyck as hostess -- and as star in most of the programs -- will begin on NBC-TV in the Fall, in the Monday, 10-10:30 p.m. (NYT), time period.

The series is produced by Louis F. Edelman in association with the NBC-TV Network, with William H. Wright as producer. Co-sponsor, previously announced, is Alberto-Culver Company.

The purchase for American Gas was placed through Lennen & Newell Inc., its advertising agency.

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THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

June 10, 1960

ROBERT W. SARNOFF IS ELECTED TO BOARD OF TRUSTEES
OF FRANKLIN AND MARSHALL COLLEGE

Robert W. Sarnoff, Chairman of the Board of the National Broadcasting Company, has been elected to the Board of Trustees of Franklin and Marshall College, it was announced today by Dr. Frederick deW. Bolman Jr., President of the College.

Franklin and Marshall College, which is in Lancaster, Pa., granted Mr. Sarnoff an honorary LL.D. in 1959.

Also elected to the College's Board of Trustees were Edward Heise Smoker, President of the United Gas Improvements Company, Philadelphia, and Kenneth Ogden Bates, Executive Vice President of the Armstrong Cork Company, Lancaster. The new members succeed three members who died during the 1959-60 academic year.

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June 10, 1960

NBC RADIO SIGNS 17 ADVERTISERS IN 17 DAYS IN NETWORK'S
MOST SUCCESSFUL SALES YEAR SINCE THE EARLY FIFTIES

The NBC Radio Network, which is having its most successful sales year since the early Fifties, is continuing its record pace by bringing a new advertiser into network radio on the average of one a day.

Within the last 17 days, 17 advertisers have contracted to buy time on the Radio Network, according to George A. Graham Jr., Vice President and General Manager of NBC Radio. The 17 advertisers will be spending \$1,500,000 to sponsor segments of the radio network programming which include "Monitor," "News-on-the-Hour," commentary and analysis programs, sports, special events and public affairs.

Combined with previous reported sales made by NBC Radio, total net sales this year are in excess of \$14,000,000.

Out of the 17 advertisers signed within the last three weeks, 15 are putting portions of their advertising budgets into network radio for the first time this year. Included among these are: Mobil Oil (placed through Compton Advertising); El Producto (Compton Advertising); Lever Brothers (Foote, Cone & Belding); General Motors' Oldsmobile Division (D. P. Brother); R. T. French (J. Walter Thompson); American Telephone and Telegraph (N. W. Ayer); Gillette Safety Razor (Maxon) and Mogen David (Edward H. Weiss).

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MONITOR

THE NBC WEEK-END RADIO SERVICE

June 10, 1960

NBC RADIO NETWORK'S "MONITOR" REACHES
ITS FIFTH ANNIVERSARY AND REVIEWS
TRAIL-BLAZING ACHIEVEMENTS

Five years ago -- on June 12, 1955 -- Dave Garroway sat down at the microphone and said: "You are on the 'Monitor' beacon." Now, on a typical weekend, "Monitor" is heard by approximately 22,000,000 people. But, when that first program was presented, NBC Radio was unveiling a new and experimental concept in network programming.

The revolutionary weekend radio service called "Monitor" dedicated itself to trekking around the globe to provide its listeners with the sounds of foreign places and peoples. The motto of "Monitor" was "going places and doing things."

What was once an experiment in weekend broadcasting has become the most successful program in network radio. The "Monitor" format has not only influenced networking in the U. S., but has been adopted by broadcasters in several countries around the world. It has its counterparts in such places as the British West Indies, Australia, Hong Kong and parts of Africa. The British Broadcasting Corporation has a similar program called "On the Light."

The programming for a continuous weekend requires close staff cooperation. The teamwork concept on "Monitor" has been developed almost to a science.

(more)

2 - 'Monitor'

Headed by Albert L. Capstaff, Vice President, Programs, NBC Radio Network, a longtime member of "Monitor," the staff is guided by Marx Loeb, Executive Producer, and Burroughs H. Prince, Managing Editor. Six complete production teams present the program each weekend.

A special tribute will be paid to the program on its fifth anniversary (Sunday, June 12) when "Monitor" listens to some of its Armed Forces listeners all over the world. Ten servicemen stationed around the world have chosen to send greetings to "Monitor" from such faraway lands as Spain, Saudi Arabia, Korea, Germany, France, Japan, Greenland, Okinawa, and the Philippines. In addition to saluting "Monitor," they will acquaint the audience with the locales they are stationed in and their off-duty activities.

When "Monitor" marks its fifth anniversary, it will have completed over 8,000 hours of broadcasting. The program is on the air for 27 hours each weekend. There are 40 staff members, 14 communicators, a "weather girl" (Tedi Thurman) and more than 100 reporters located in all parts of the world.

The roster of "Monitor" communicators consists of headline broadcasting personalities: Johnny Andrews, Morgan Beatty, Sandy Becker, Al Collins, Hugh Downs, Win Elliot, Gordon Fraser, Frank Gallop, Dave Garroway, Ben Grauer, Monty Hall, Ed Herlihy, Walter Kiernan, Peter Roberts and Todd Russell.

Comedy segments are provided throughout each weekend by some of the biggest names in showbusiness: Bob Hope, Fibber McGee and Molly, Ed Gardner (of "Duffy's Tavern" fame), Mike Nichols and Elaine May, Ernie Kovacs, Jerry Lewis and Paul Winchell (with puppet sidekick Jerry Mahoney).

(more)

3 - 'Monitor'

Since its debut in 1955, "Monitor" has grown to become one of network radio's most commercially successful programs. "Monitor" programs over the past five years have been distinguished by news coverage, feature stories and popular acceptance by the listening public.

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NBC-New York, 6/10/60



June 10, 1960

NBC PROMOTIONAL SERVICES' 1960 "STUDENT GUIDE" FOR CONVENTIONS
NOW BEING DISTRIBUTED TO NATION'S EDUCATORS AND OPINION MAKERS

NBC's 1960 Conventions Student Guide, compiled and edited by the network's Promotional Services Department, for distribution to the nation's librarians, schools, history and social studies instructors, public opinion makers, and private organizations, has passed the 150,000 circulation mark, due to requests pouring in at the rate of 2,500 a day.

The Student Guide, prepared under supervision of Al Rylander, Director, Promotional Services, is an eight-page tabloid-size newspaper which contains the essential subject matter important to intermediate school students, and parallels convention activities with the subjects covered in school courses.

Covered in the guide are such topics as: how delegates are selected; records of conventions during the past century; the states of the "Solid South"; the alignment of the "Farm Belt"; the meanings of plurality and majority; meaning and function of the Electoral College;

(more)

2 - Student Guide

100 years of popular and electoral votes; high and low vote records, and how to conduct classroom activities based upon the conventions.

The Student Guide, profusely illustrated with pictures and maps, also covers such subjects as the origin of the donkey and elephant symbols, voting records of the states, and a list of suggested reference reading matter.

The 1956 edition of this publication met with such enthusiastic response from educators that requests, coming in advance of the 1960 edition, already indicate a 250,000-copy distribution, one of the largest such distributions by any network.

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NBC-New York, 6/10/60

COLORCAST

BIG-NAME GUESTS ADDED TO 'EMMY AWARDS' COLORCAST

Mahalia Jackson, Lawrence Welk and Jackie Cooper have been added to the roster of guests who will appear on "The Emmy Awards" colorcast Monday, June 20 on the NBC-TV Network (10-11:30 p.m. EDT).

NBC-New York, 6/10/60

EDWARD A. BYRON JOINS SALES DEPARTMENT OF NBC-TV NETWORK;
WILL CONCENTRATE SELLING EFFORTS ON NEWS
AND PUBLIC AFFAIRS PROGRAMS

FOR RELEASE MONDAY, JUNE 13

Edward A. Byron, a veteran of more than 30 years in radio and television, has joined the Sales Department of the NBC Television Network, it was announced today by Edwin S. Friendly Jr., Director, Special Program Sales.

"Mr. Byron will concentrate his selling efforts on news and public affairs programs, in line with NBC's greatly expanded activities in these areas," Mr. Friendly said.

For 17 years Mr. Byron was president and owner of Byron Productions, where he created and produced shows including "Mr. District Attorney," "Pot of Gold" and "What's My Name?"

He served in the Army during World War II as General Douglas MacArthur's radio officer in Australia and New Guinea and as head of radio for the Army Service Force under General Brehon Somervell. Under his supervision, five Army programs were heard weekly on all major networks.

An active participant in campus theatrical activities at Ohio State University and the University of

(more)

Cincinnati, his first job was as continuity writer for WLW in Cincinnati. He wrote, directed, broadcast special events and, within six months, had 28 programs a week on the air.

Mr. Byron was then promoted to program director and launched the Mills Brothers, Jane Froman and other stars on notable radio careers. He also originated radio's first stock company, "The Crosley Theatre," and created "Moon River," believed to be the oldest continuous every-night radio show.

In 1932, Mr. Byron came to New York, pioneered in package shows, set up the radio department for the William Esty advertising agency, and started radio news and special events for the United Press. He produced George Gershwin's only radio show and the original "Camel Caravan."

Mr. Byron was born in Newport, Ky., and now lives with his wife and two sons in Stamford, Conn.

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NBC-New York, 6/10/60



NBC-TV NETWORK COLORCAST SCHEDULE

For Week of June 19 - 25 (All Times EDT)

Sunday, June 19

8-9 p.m. -- "Music on Ice" presents "In the Park," starring skaters Shirley Linde, Harrison and Kossi, the Skip-Jacks, Buddy La Londe and Manuel del Toro, singer Lynn Roberts, Paul and Mary Ritts and humorist Clare Barnes Jr. Johnny Desmond is host.

9-10 p.m. -- "The Chevy Mystery Show" presents "Dark Possession," by Gore Vidal, starring Diana Lynn, with Anne Seymour and William Bassett.

Monday through Friday, June 20-24

11-11:30 a.m. -- "The Price Is Right" - Bill Cullen is emcee.

12:30-1 p.m. -- "It Could Be You" - Bill Leyden is emcee.

Monday, June 20

10-11:30 p.m. -- "The Emmy Awards" - 12th annual awards presentation ceremonies of the National Academy of Television Arts and Sciences. Fred Astaire is host in Hollywood and Arthur Godfrey is host in New York.

Tuesday, June 21

9:30-10 p.m. -- "The Arthur Murray Party." Tonight's guests are dancers from Broadway musicals -- Laurie Peters, Paul Wallace, Imelda De Martin, Johnny Clark, Swen Swenson and Ruth Lawrence.

Wednesday, June 22

8:30-9 p.m. -- "The Price Is Right" - Bill Cullen is emcee.

(more)

2 - NBC-TV Network Colorcast Schedule

Thursday, June 23

9:30-10 p.m. -- "The Ford Show," starring Tennessee Ernie Ford.

Friday, June 24

8-8:30 p.m. -- "Head of the Class," a new audience-participation show starring Gene Rayburn as emcee.

9:30-10 p.m. -- "Masquerade Party" - Bert Parks is host.

Saturday, June 25

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

7:30-8:30 p.m. -- "Bonanza" - tonight, "The Last Hunt" (Repeat).

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NBC-New York, 6/10/60

June 13, 1960

CARL M. WATSON IS APPOINTED DIRECTOR, CONTINUITY ACCEPTANCE, NBC

The appointment of Carl M. Watson as Director, Continuity Acceptance, National Broadcasting Company, was announced today by James A. Stabile, Vice President of Standards and Practices for NBC.

Mr. Watson has been Manager, Continuity Acceptance, since 1955. He joined NBC as a page in May, 1938. In 1940 he went to the Music Department of the old International Division of NBC, which broadcast news and music programs in nine languages to South America and Europe.

In 1943 he was on loan to the War Information Board in Canada. Returning to NBC in 1944, Mr. Watson joined the Station Relations Department until 1948, when he became Assistant Manager of Continuity Acceptance.

Born in Canada, Mr. Watson is a graduate of the University of New Brunswick. For three years after his graduation he was an announcer with CFNB in Fredericton, N. B. In 1937 he became an announcer with WWRL on Long Island, N. Y., joining NBC a year later.

Mr. Watson is married and lives in West Islip, Long Island.

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June 13, 1960

AUTHOR-LECTURER SIDNEY HYMAN JOINING NBC-TV'S "TODAY"
AS SPECIAL POLITICAL CONSULTANT DURING CONVENTIONS

Author and lecturer Sidney Hyman will join NBC-TV Network's "Today" show as a special political consultant during the national conventions, it was announced today by Robert Bendick, producer of the program.

Hyman has written many books on political and economic subjects. Among them are "Beckoning Frontiers," which he co-authored with Marriner Eccles, and "American Presidents," which has been translated into foreign languages for distribution by the State Department and for use as college texts.

For the past few years Hyman has been a regular lecturer at the National War College and the National Air College. Recently he completed the Christian Gauss lectures at Princeton University. A collection of these lectures will soon be published in a book entitled "American Party Politics."

Hyman is a contributor to the New York Times Magazine, the Reporter, the Saturday Review and Harper's Magazine. He is also a special editor for the Encyclopedia Britannica on political subjects.

(more)

He has been close to the political scene since his graduation from the University of Chicago with a degree in law and international relations. He worked with Philip F. La Follette in his successful campaign for the Governorship of Wisconsin. Later while earning a Ph. D. at Chicago University, he worked in the City Council office of Paul Douglas and then worked with the Illinois Democrat in his successful campaign for the U. S. Senate.

In 1948, Hyman was part of Adlai Stevenson's campaign staff in the Illinois Governorship contest and was a speechwriter during his two bids for the Presidency.

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NBC-New York, 6/13/60

CHANGES ARE ANNOUNCED IN FRIDAY NIGHT
SUMMER SCHEDULE ON NBC-TV NETWORK

Following are changes in the NBC-TV Network's Friday night Summer schedule (all times EDT):

7:30-8:30 p.m. -- On June 24, "Cimarron City" replaces "Play Your Hunch" (which moves to another time, same evening), and "Head of the Class," color series previously announced to start on that date.

8:30-9:00 p.m. -- "Wichita Town," originally scheduled to start June 28 in the Tuesday 8:30-9 time period, will be telecast instead at this new day-and-time starting June 24.

9:00-9:30 p.m. -- On June 24 "Play Your Hunch," moves to this new day-and-time.

9:30-10:00 p.m. -- "Masquerade Party" (colorcast) continues.

10-11 p.m. -- "Moment of Fear" (colorcast) will begin on July 1, as announced.

On Friday, June 17, from 8:30-9:30 p.m. EDT, NBC-TV will present a News Special covering President Eisenhower's stopover at Anchorage, Alaska, and his flight to Wake Island and the Philippines.

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NBC-New York, 6/13/60



June 13, 1960

HERE'S WHAT VIEWERS SHOULD LOOK FOR
DURING CONVENTION TELECASTS

NBC's Chet Huntley and David Brinkley Give Some Hints

Some 92,000,000 Americans are expected to watch the television coverage of this Summer's national political conventions. What should these viewers look for on their TV screens as they try to gauge the strength of the contenders and anticipate trends in the voting?

Chet Huntley and David Brinkley, who will be anchor men for NBC News coverage in Los Angeles and Chicago, were asked recently to give some hints on how to view the conventions on TV. The following major points emerged from their discussion:

(1) Those wild and exuberant demonstrations on the convention floor have little political significance. Enjoy them as the spectacle they are, but don't make the mistake of judging a candidate's strength by the size of the demonstration in his support.

(2) For more meaningful signs, keep an eye on any fight that may develop over the seating of delegations and watch the rostrum to see who is trying to get the ear of the chairman so that he can be recognized and address the convention.

(more)

Huntley and Brinkley regard the floor demonstrations as virtually empty of any real political significance. In fact, Brinkley points out, many of the participants are hired from "the local equivalent of central casting" and can be seen standing outside waiting for their cue.

"They had to put a limit on the props that each one could bring into the hall to keep it from getting out of hand," Huntley says. "Each man was hauling in yards of lumber and cardboard and bunting and balloons.

"There's a lot of genuine feeling in each demonstration, but the point is that no matter who it is, no matter how unpopular a given candidate might be, no matter if he came to the convention with only two delegate votes, I dare say there would be a demonstration in his behalf."

Huntley and Brinkley agree that it can be useful to keep a close watch on the heads of delegations and other party leaders.

Huntley adds:

"Sometimes you may read something into, let's say, a Jim Farley getting up out of his seat and going to talk to the chief of another delegation. Or you might watch to see who goes up to the platform and whispers in the ear of the chairman because usually he is asking to be recognized so that he can say something to the convention.

"Sometimes the lid blows off at the seating of delegations. When a state comes to the convention with two or three delegations, the convention has to determine which delegation will be seated. This can be very exciting and may indicate which way the convention will go."

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NBC-New York, 6/13/60



June 13, 1960

NBC NEWS CORRESPONDENTS GIVE ESTIMATES OF DELEGATE VOTES (AS OF NOW):
KENNEDY LEADS DEMOCRATS AND NIXON HAS ENOUGH TO GET REPUBLICAN NOD

NBC News correspondents who will cover the 1960 political conventions estimate that, right now, Senator John F. Kennedy of Massachusetts has $698\frac{1}{2}$ delegate votes of the 761 needed to obtain the Democratic nomination, and that Vice President Nixon has at least 692 vote assurances, which are more than enough to win him the Republican nomination.

The pre-convention tabulation for the Democratic candidates gives Senator Lyndon B. Johnson of Texas 449 votes, Senator Stuart Symington of Missouri 119 votes, Senator Hubert H. Humphrey of Minnesota $68\frac{1}{2}$ votes and Adlai Stevenson 58 votes, with 128 votes in doubt. The Democratic convention opens July 11 in Los Angeles.

Vice President Nixon needs only 666 delegate votes at the Republican convention opening July 25 in Chicago.

The assessment of the strength of the various candidates is based upon coverage of primary elections and state conventions and interviews with political leaders across the nation as part of the NBC News preparations for reporting the national conventions. The figures were given Saturday, June 11, on "Politics and Primaries," a program in the "World Wide 60" series over the NBC-TV Network (9:30-10:30 p.m. EDT).

(more)

At this point, 27 total state delegations are firmly lined up for the various Democratic candidates. Here is an explanation of that pledged support:

Kennedy has 11 delegations -- the New England bloc of six states; three states which he won in primary elections, Indiana, Maryland and Oregon; an endorsement and pledge of the Ohio delegation by Governor Michael V. DiSalle, and the Arizona delegation by caucus.

Johnson has 12 delegations -- the Southern states with the exception of Florida, and some of the border states.

Symington has one delegation. He is the favorite son choice of Missouri.

Humphrey has three delegations -- Minnesota, where he's the favorite son; South Dakota, where he was born, and the District of Columbia, where he won a primary battle.

In bedrock strength, this gives Humphrey 51 votes, Johnson 383, Kennedy 270 and Symington 39.

The additional strength of these Senators -- and Stevenson -- is estimated as follows:

Much of Kennedy's strength, in addition to his basic 270 votes, comes from the biggest states -- 45 votes in California, 45 in Michigan, 30 in New Jersey, 40 in Pennsylvania, 90 in New York, $20\frac{1}{2}$ in Wisconsin. A smattering of other votes in smaller states gives him $698\frac{1}{2}$ delegate votes.

Johnson's main convention strength, which includes bedrock strength of 383, comes from the South, plus the border states of Kentucky, Tennessee, Oklahoma, West Virginia

(more)

and his own state of Texas. He also has strength in the Southwest, the plains states and the Northwest, plus a handful of votes in California. This gives him an estimated strength now of about 449 convention votes.

Symington, who has avoided primaries, starts with what his home state of Missouri gives him -- 39 delegates. His other strength is scattered throughout the country. In the big states, he appears to hold 10 votes each in California, New York and Pennsylvania, and 11 votes in Illinois. Elsewhere he has scattered votes, bringing his total to 119.

Stevenson's supporters say he has 58 votes, but they quickly add that this is a rather meaningless figure, since most of his potential strength is scattered among the other candidates, especially Kennedy.

Humphrey has only a few scattered votes to add to his jumping-off support of 51 votes. He won $10\frac{1}{2}$ votes in the Wisconsin primary and has four votes in the state of Washington and a few other votes, for a total of $68\frac{1}{2}$.

On the Republican side of the political picture, the NBC News correspondents agree that not all of Vice President Nixon's 692 votes are irrevocable and there could be enough switches to nominate another man. However, they believe this is extremely unlikely and that, at this point, the Vice President is the all but certain Republican Presidential standard-bearer.

Although Governor Rockefeller will head the 90-vote New York delegation, the newsmen point out that it is not yet certain whether he will be a favorite son, or whether he will even be nominated by anyone and supported unanimously by the members of his own delegation.



June 13, 1960

(NOTE: The following biographical feature on NBC conventions commentator Chet Huntley contains information of particular local interest to editors in Montana, Washington State, Oregon, California, Washington, D. C. and New York.)

CHET HUNTLEY
NBC News Commentator

It's not the "who" but the "what" that will carry weight at the 1960 political conventions, avers NBC's Chet Huntley, warning:

"Never have we had so many personable candidates for our highest elective office, and rarely have the major political parties stood for so much in common. If the conventions and subsequent election should digress into a campaign of personalities, we might have a dangerous situation..."

"In my own view, the American people are too intelligent and have matured in their political thinking to a point where this cannot happen. The healthiest single aspect of the American voter is his staunch independence and willingness to cross party lines.

"But nevertheless, we would all do well to consider the candidates more on a basis of the 'challenge of leadership' they will have to meet than on their personalities and background."

(more)

As such, Huntley -- who will serve as half (with Dave Brinkley) of NBC News' top reporting (or "anchor") team at the forthcoming political conclaves -- expects to concentrate "more on issues than men." The veteran analyst, one of the country's top TV news commentators, adds:

"The challenges the 35th President of the United States will inherit are certainly as grave and more complicated than any faced by his predecessors. One of the first and most important is that he will be taking office in a period of something less than assured military security.

"At the same time that the President is formulating a defense policy, he must be prepared to implement a program that looks to the other extreme -- disarmament.

"The nature of still another challenge also is a direct product of the Soviet Union, which has served warning that it will overtake us in productive power, to disrupt the United States and other Western economies so that it can bid to control the future order of the world.

"The new President, too, must lead us in competition with Soviet productive capacity when it is used as an instrument of aggression in behalf of Communist expansionism. To this end, he must undertake to increase our national prestige."

In summation of domestic issues, Huntley points out that the President must act in the areas of crime and juvenile delinquency, civil rights, education and schools, farm surpluses, roads and transportation, labor-management relations, fiscal policy and a host of other vital problem areas which have been overshadowed by the Soviet menace to American security. He adds:

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"At home, the new President will be faced with perhaps the severest challenge of all: to formulate for the nation a sense of national purpose, the lack of which is a form of moral laxity.

"The Soviet national purpose is awesomely clear. What is ours?"

Huntley will take time off this Summer from his half-hour Sunday night telecasts of "Time: Present--Chet Huntley Reporting" to cover the mushrooming political scene, but will continue his 15-minute daily "Huntley-Brinkley Report" series on NBC-TV, as well as frequent stints on NBC Radio's "Emphasis" and "Monitor."

The native of Cardwell, Mont., didn't start out to be a newsman -- he had medical ambitions -- but winning a debating contest in high school turned his career thoughts toward expressing ideas vividly.

In Montana State College, he continued a pre-med course for three years but also maintained his interest in public speaking. He won a National Oratory Tournament in 1932, ending his medical ambitions.

With a scholarship to the Cornish School of Arts in Seattle as his prize, Huntley went on to study speech and drama. After a year at Cornish, he transferred to Washington University and obtained his B. A. degree in 1934.

When the Seattle Star hired him to read items over a local station, Chet was finally launched on his news career. He worked next on radio stations in Spokane and Portland and then joined CBS on the West Coast in 1939. He worked out of Los Angeles for CBS until 1951, covering the founding of the United Nations in 1945 among other top stories.

In 1951, he switched to ABC and covered the historic Bandung Conference for that network, adding a reporting swing throughout Asia and the Middle East before coming home.

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Huntley joined NBC in 1955. He "anchored" the 1956 political convention coverage and the 1958 elections and has been reporter-commentator for NBC News on major feature stories and fast-breaking news since his arrival.

His honors include the George Foster Peabody Award for Radio News (1953), the Harry A. Hollzer Memorial Award from the Los Angeles Jewish Community Council (1956), the Alfred I. du Pont Commentator of the Year Award (1957), the Overseas Press Club Award for Best Radio-TV Interpretation of Foreign Affairs (1957), the NEA School Bell Award (1958), the American Council For Better Broadcasts Award (1958), and Neiman Fellows Award (1958).

With his wife, the former Tipton ("Tippy") Stringer, who was a Washington, D. C., weather reporter on TV, he makes his home in New York City.

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NBC-New York, 6/13/60

CREDITS FOR NATIONAL OPEN GOLF CHAMPIONSHIP

COVERAGE ON NBC-TV NETWORK

DATE:

NBC-TV Network, Saturday, June 18.

TIMES:

Third-round action, on video tape, from approximately 5:30 p.m. EDT (following "Major League Baseball" telecast) to 6:30 p.m. Final-round action, live and on video tape, from 9:30 to 10:30 p.m. EDT.

PROGRAM
COVERAGE:

Play at 16th, 17th and 18th holes of the 60th annual National Open Golf Championship at Cherry Hills Country Club near Denver, Col. Nine TV cameras will be used for the telecast. This is seventh straight year that NBC-TV is covering the Open.

FACTS ON
COURSE:

Cherry Hills is 7,004-yard, par 71 course.

Holes being televised are:

No. 16 -- 402 yards, par 4.

No. 17 -- 548 yards, par 5.

No. 18 -- 468 yards, par 4.

COMMENTATORS: Chick Hearn and John Henry.

PRODUCERS: Perry Smith and Bill Bennington.

DIRECTORS: Bill Bennington and Dick Weinberg.

SPONSORS (AND
AGENCIES): Duplicating Products Division of Minnesota Mining and Manufacturing Company (Erwin Wasey, Ruthrauff & Ryan Inc.) and Midas Inc. (Edward H. Weiss Company) will co-sponsor 9:30-10:30 p.m. telecast.

NBC PRESS

REPRESENTATIVE: Bob Goldwater, New York.

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NBC-New York, 6/13/60

June 14, 1960

TWO NEW NBC-TV PUBLIC AFFAIRS SERIES--ONE PROBING VITAL QUESTIONS
OF DAY, OTHER TO STIMULATE NATIONWIDE DEBATES ON ISSUES
OF DEMOCRACY--ANNOUNCED BY ROBERT E. KINTNER

- - -

Programs Created and Developed by Irving Gitlin

Two new series of public affairs television programs -- one probing in depth the vital questions of the day; the other designed to stimulate simultaneous nationwide debates on the great issues of American democracy -- will be presented on the NBC Television Network next season, it was announced today by Robert E. Kintner, President of the National Broadcasting Company.

The two new series, representing a dramatic new concept in public affairs programming, were outlined by Mr. Kintner, as follows:

Six full-hour, prime-time actuality reports, title and subjects to be announced, on issues which affect or threaten the survival of the United States in the free world -- "issues which," according to Mr. Kintner, "because of their deep-rooted controversy, have not yet been subjected to television analysis in depth."

"America's Future," a series of Saturday night live forums in which two outstanding leaders in public life, with conflicting views, each week will enter into debate before a moderator on a cardinal issue, while simultaneous meetings on that issue will be held around

(more)

the country. After the debate, the protagonists will face questions from members of the studio audience, to include experts on the subject being discussed. "America's Future" will be seen from 9:30-10:30 p.m. New York time.

Each of the new programs, Mr. Kintner said, has been created and developed by Irving Gitlin, recently appointed Executive Producer, Creative Projects, NBC News and Public Affairs. Mr. Gitlin will serve as Executive Producer of the two series, under the supervision of William R. McAndrew, Vice President, NBC News.

Mr. Kintner described "America's Future" as "an application of the traditional American town hall system to 180,000,000 people. Our concept in this series is to awaken all Americans to their own personal stakes in the future of our nation. We hope that the off-and-after broadcast activities of 'America's Future' will be equal to the impact of the program itself."

To that end, he said, NBC will suggest to its television affiliates the idea of opening their studios each Saturday night for viewing the program, with local leaders invited to participate in follow-up debate. In addition, every third program on the series will be limited to a 30-minute network segment, with the remaining half-hour available to the NBC-TV affiliates for local programming carrying forward the concept of the series.

"We hope that thinking Americans everywhere will join us in debating the issues simultaneously in studios, schools, colleges and universities, meeting halls and living rooms," Mr. Kintner said. "To help stimulate mass participation, study and discussion guides for each program will be made available to the public."

(more)

Mr. Gitlin said he is in discussion with a group of outstanding American figures in connection with their serving on an informal board which will select the issues to be debated. A moderator for the series will be announced soon.

Typical of the field from which issues will be selected for debate are foreign affairs, education, politics, the mass media, national defense, the economy and the social scene.

"America's Future" will originate live from New York, Washington and other points where vital issues are centered.

The new series of six prime-time actuality reports will examine important facets of such widely-debated but divergent topics as, for example, public relations; changing concepts of the office of President of the United States; the crisis in medicine and hospitals; television and education; the responsibilities of the press, and the growing numbers of Americans who know nothing and care little about problems and issues affecting their freedom.

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NBC-New York, 6/14/60

I THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

NEW AGREEMENT BETWEEN FUJI TELECASTING COMPANY, LTD.,
AND NBC INTERNATIONAL ANNOUNCED IN N.Y. AND TOKYO

FOR RELEASE WEDNESDAY A.M., JUNE 15

A new agreement between Fuji Telecasting Company, Ltd., and NBC International, under which Fuji becomes the NBC International program affiliate in Japan, was announced simultaneously today in New York and Tokyo. In addition to NBC programs, Fuji may receive technical assistance and advice under the new agreement which also envisages cooperation in news gathering, production and programming.

The agreement, which advances existing relationships between Japanese and U. S. broadcasters, was announced by Robert W. Sarnoff, Chairman of the Board of the National Broadcasting Company, and by Nobutaka Shikanai, Executive Managing Director of Fuji, which operates one of Tokyo's three major commercial TV channels.

At a brief ceremony which took place prior to Mr. Shikanai's return to Japan recently, both he and Mr. Sarnoff expressed mutual satisfaction in arranging an association which will benefit the development of television in both countries.

"I was deeply impressed during my visit to Japan last year by the rapid progress of television in that country and especially by the enterprise and ingenuity displayed in all areas of development," Mr. Sarnoff commented. "This new agreement will be highly beneficial to the further development of television in both our countries. We can learn much from each other."

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2 - NBC International

Mr. Sarnoff congratulated Mr. Shikanai for his vision and cooperation in bringing to fruition the construction of a new television antenna tower for all stations in Tokyo, an achievement which has resulted in improved reception for thousands of set owners.

Kazuo Yoshimura, Manager of Administrative Affairs of Fuji Telecasting Company, Ltd., accompanied Mr. Shikanai at the ceremony. Also present were Alfred R. Stern, Vice President, NBC Enterprises; Clifford W. Slaybaugh, Director of NBC International Enterprises, and Richard L. Berman, Manager of International Facilities for NBC.

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NBC-New York, 6/14/60

I THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N.Y.

June 14, 1960

EUGENE BURR IS ELECTED VICE PRESIDENT,
PROGRAM DEVELOPMENT, NBC-TV NETWORK

Eugene Burr has been elected Vice President, Program Development, NBC Television Network, it was announced today by David Levy, Vice President, Programs and Talent.

"We are delighted," said Mr. Levy, "that this new key position in our creative programming area is being filled by an executive with Mr. Burr's broad background covering more than 27 years of experience in showbusiness."

Since September, 1957, Mr. Burr has been producer of CBS Television's courtroom trial drama series, "The Verdict Is Yours."

A graduate of Columbia University, he started in the entertainment field as a press agent for the late theatrical producer Charles Frohman, and later for the Theatre Guild. Turning from publicizing to editing, Mr. Burr joined the theatrical trade paper, The Billboard, where he was successively news editor, film critic, drama editor and drama critic. He then served as night managing editor of the New York Journal-American.

He returned to the theater as general manager for Billy Rose. For many years Mr. Burr wrote a column for "The Playbill," which is distributed to audiences in all legitimate theaters in New York City.

(more)

Entering television during the medium's early days, he served as editor, associate producer and producer. Before producing "The Verdict Is Yours," he was television program director for the Dancer-Fitzgerald-Sample advertising agency and television supervisor for Young & Rubicam, Inc.

Mr. Burr and his wife live in New York City.

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NBC-New York, 6/14/60

RICHARD B. STARK JOINS SALES DEPARTMENT
OF THE NBC TELEVISION NETWORK

Richard B. Stark has joined the Sales Department of the NBC Television Network, it was announced today by Edwin S. Friendly Jr., Director, Special Program Sales.

Mr. Stark, elected Harrington Park (N. J.) Councilman in January, had been a network account executive with Ziv TV Programs Inc. since February, 1958.

Earlier, he was associated with the American Broadcasting Company, the DuMont Television Network, the Katz Agency Inc., the Coastal Broadcasting Company and the Long-Texas Network.

He served in the United States Army from July, 1941, to March, 1946, entering as a private and discharged as a captain. He was awarded two combat stars for his Infantry and Anti-Aircraft service.

Mr. Stark has lived in Harrington Park since 1954. A graduate of the University of Virginia, he and his wife have two children.

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NBC-New York, 6/14/60



June 14, 1960

PROGRAM CHANGE

'THE GOLDEN DEED' WILL BE THE PREMIERE DRAMA
ON 'MOMENT OF FEAR' SERIES FRIDAY, JULY 1

TV Play by Mel Goldberg Is Based on Andrew Garve's Novel

"The Golden Deed" -- a television play by Mel Goldberg, adapted from a novel by Andrew Garve -- will be the premiere program on NBC-TV Network's new live colorcast series, "Moment of Fear," on Friday, July 1, 10 to 11 p.m. EDT. ("The Golden Deed" originally announced for July 22, is thus advanced to the Friday series' starting date. James Yaffe's "The Third Party," previously scheduled for July 1, will be colorcast later in the season.)

"The Golden Deed" concerns the effect of a stranger upon a wealthy young couple and their only child. Rescued from drowning by Frank Barton, a passing stranger, little Tony Mellanby -- and his parents, Jim and Sally Mellanby -- find themselves owing tremendous gratitude to Barton. They help him find a farm, loan him money, invite him to live with them temporarily, and generally rearrange their lives in token of their gratefulness. When Barton begins to show less admirable qualities, Jim and Sally find themselves in a strange situation. In time, Jim even finds that he has become an accomplice to a crime and lives in constant fear of discovery by the police.

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NBC-TV NETWORK PROGRAM

"PROJECT 20" PRODUCTION OF "MARK TWAIN'S AMERICA" TO BE ENTERED
IN 4 INTERNATIONAL FILM FESTIVALS THIS SUMMER

The NBC-TV "Project 20" production of "Mark Twain's America," one of the past season's biggest popular and critical successes, will be entered in four international film festivals in Europe and Canada this Summer. It will be a U. S. entry at the festivals in Venice, Edinburgh, Berlin and Vancouver.

Donald B. Hyatt, NBC Director of Special Projects, who produced and directed "Mark Twain's America," said it was chosen by the Committee on International Non-Theatrical Events (CINE) as one of a group of American-produced non-feature-type films in various categories. The first showing will be at the Venice International Exhibition of the Film on the Arts this week.

According to CINE chairman Ralph Hoy, requests for American films are coming in from more world-famous film festivals than ever before. CINE is a voluntary committee organized in 1957 by representatives of business and education to set up machinery for choosing and screening non-theatrical, non-governmental motion pictures to be shown at selected film festivals all over the world.

"Mark Twain's America" was telecast by the NBC-TV Network April 22. Using a still-pictures-in-motion technique, the "Project 20" unit utilized more than 1,000 rare and seldom-seen pictures to bring to life authentic episodes and personalities from the American past.

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NBC-New York, 6/14/60

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THE NATIONAL ACADEMY OF TELEVISION ARTS AND SCIENCES
NOMINATIONS FOR 1959-60 EMMY AWARDS

NOTE TO EDITORS:

The following rundown of categories and nominations -- and space to list winners -- of "The Emmy Awards" is for your information and convenience.

The program will be colorcast on the NBC-TV Network, Monday, June 20 (10-11:30 p.m. EDT), originating at NBC's Burbank, Calif., studios and the Ziegfeld Theatre, New York.

OUTSTANDING PROGRAM ACHIEVEMENT IN THE FIELD OF CHILDREN'S PROGRAMMING
(A regular program, a special program, or a series.
Any length, live tape or film.)

Captain Kangaroo (Series) - CBS
Huckleberry Hound (Series) - Syndication
Lassie (Series) - CBS
Quick Draw McGraw (Series) - Syndication
Watch Mr. Wizard (Series) - NBC

WINNER

OUTSTANDING PROGRAM ACHIEVEMENT IN THE FIELD OF PUBLIC AFFAIRS AND EDUCATION

(A regular program, a special program, or a series.
Any length, live, tape or film.)

Meet the Press (Series) - NBC
The Population Explosion - Nov. 11, 1959 - CBS Reports - CBS
Small World (Series) - CBS
Twentieth Century (Series) - CBS
Winter Olympics - CBS

WINNER

(more)

REPORT OF THE CIVIL WORKS COMMITTEE TO THE CIVIL IMPORTS COMMITTEE
SUBMITTED FROM 06-1920 TO 07-1920

REPORT OF THE

and following the following to receive attention and
not at present being given to -- should be done as soon as
possible but definitely, and
as far as possible in accordance with the following
recommendation (the following is now being done
and should be done as soon as possible, as far as
possible)

RECOMMENDATION (1) THAT THE CIVIL IMPORTS COMMITTEE
should be given the following powers:

1. CIVIL IMPORTS - (1) to receive information
and recommendations - (2) to receive recommendations
2. CIVIL IMPORTS - (3) to receive recommendations
and recommendations - (4) to receive recommendations
3. CIVIL IMPORTS - (5) to receive recommendations
and recommendations - (6) to receive recommendations

THE CIVIL IMPORTS COMMITTEE IS REQUESTED TO TAKE
THE FOLLOWING MEASURES IN ACCORDANCE WITH THE
RECOMMENDATION (1) AS SOON AS POSSIBLE

1. CIVIL IMPORTS - (1) to receive information
and recommendations - (2) to receive recommendations
2. CIVIL IMPORTS - (3) to receive recommendations
and recommendations - (4) to receive recommendations
3. CIVIL IMPORTS - (5) to receive recommendations
and recommendations - (6) to receive recommendations

OUTSTANDING WRITING ACHIEVEMENT IN DRAMA

(Regular or special. Any length, live, tape or film.)

<u>Writer</u>	<u>Program</u>	<u>Series</u>	
James Costigan	The Turn of the Screw, Oct. 20, 1959	Ford Startime	NBC
Loring Mandel	Project Immortality, June 11, 1959	Playhouse 90	CBS
Rod Serling	Twilight Zone - Various episodes	Twilight Zone	CBS

WINNEROUTSTANDING WRITING ACHIEVEMENT IN COMEDY

(Regular or special. Any length, live, tape or film.)

<u>Writer</u>	<u>Program</u>	<u>Series</u>	
Dorothy Cooper Roswell Rogers }	Various episodes	Father Knows Best	CBS
Sam Perrin George Balzer Al Gordon Hal Goldman }	-	Jack Benny Show	CBS
Nat Hiken	Ballad of Louie the Louse, Oct. 17, 1959		CBS

WINNEROUTSTANDING PROGRAM ACHIEVEMENT IN THE FIELD OF HUMOR

(A regular program, a special program, or a series.

Any length, live, tape or film.)

Art Carney Special - VIP - Dec. 4, 1959 - NBC
 Danny Thomas Show (Series) - CBS
 Father Knows Best (Series) - CBS
 Jack Benny Show (Series) - CBS
 Red Skelton Show (Series) - CBS

WINNER

(more)

OUTSTANDING ACHIEVEMENT IN THE FIELD OF MUSIC

(A regular program, a special program, or a series.

Any length, live, tape or film. Composing, Arranging, Conducting, etc.)

Bell Telephone Hour (Series) - NBC

The Green Pastures - The Hallmark Hall of Fame - March 23, 1959 - NBC

Leonard Bernstein and The New York Philharmonic (Series) - CBS

Music of Gershwin - Bell Telephone Hour - Nov. 20, 1959 - NBC

Young People's Concerts - Leonard Bernstein (Series) - CBS

WINNER

OUTSTANDING PERFORMANCE IN A VARIETY OR MUSICAL PROGRAM OR SERIES

(Regular or special. Any length, live, tape or film.)

Fred Astaire - Another Evening with Fred Astaire -

Nov. 9, 1959 - NBC

Harry Belafonte - Tonight with Belafonte - Dec. 10, 1959 -

Revlon Revue - CBS

Dinah Shore - Dinah Shore Chevy Show (Series) - NBC

WINNER

OUTSTANDING SINGLE PERFORMANCE BY AN ACTOR (LEAD OR SUPPORT)

(Single performance only. Any length, live, tape or film.)

Lee J. Cobb - Project Immortality - Playhouse 90 - June 11, 1959 - CBS

Alec Guinness - The Wicked Scheme of Jebal Deeks - Ford Startime -

Nov. 10, 1959 - NBC

Laurence Olivier - The Moon and Sixpence - Oct. 30, 1959 - NBC

WINNER

OUTSTANDING SINGLE PERFORMANCE BY AN ACTRESS (LEAD OR SUPPORT)

(Single performance only. Any length, live, tape or film.)

Ingrid Bergman - The Turn of the Screw - Ford Startime -

Oct. 20, 1959 - NBC

Julie Harris - Ethan Frome - DuPont Show of the Month -

Feb. 18, 1960 - CBS

Teresa Wright - The Margaret Bourke-White Story - Breck Sunday

Showcase - Jan. 3, 1960 - NBC

WINNER

(more)

OUTSTANDING PROGRAM ACHIEVEMENT IN THE FIELD OF NEWS
(A regular program, a special program, or a series.
Any length, live, tape or film.)

Chet Huntley Reporting (Series) - NBC
Douglas Edwards with the News (Series) - CBS
Huntley-Brinkley Report (Series) - NBC
Journey to Understanding (Series) - NBC
Khrushchev's Arrival, Appearance at National Press Club,
Speech to the Nation - Journey to Understanding - Sept. 15-27.
1959 - Pool coverage by NBC.

WINNER

OUTSTANDING ACHIEVEMENT IN ART DIRECTION AND SCENIC DESIGN
(Any type or length program or series.)

Art director
or scenic
designer

Program

Series

Charles Lisanby	-	Garry Moore Show	CBS
John J. Lloyd	Various episodes	Alfred Hitchcock Presents	CBS
Frank Smith	The Untouchables, April 20 and 27, 1959	Westinghouse - Desi Playhouse	CBS

WINNER

OUTSTANDING ACHIEVEMENT IN CINEMATOGRAPHY FOR TELEVISION
(Any type or length filmed program or series.)

Cinematographer

Program

Series

William Margulies	The Morrison Story, Aug. 20, 1959	The Lawless Years	NBC
Charles Straumer	The Untouchables, April 20 and 27, 1959	Westinghouse - Desilu Playhouse	- CBS
Ralph Woolsey	Secret Island, Dec. 4, 1959	77 Sunset Strip	ABC

WINNER

(more)

5 - The Emmy Awards

OUTSTANDING ACHIEVEMENT IN FILM EDITING FOR TELEVISION
(Any type or length filmed program.)

<u>Film editor</u>	<u>Program</u>	<u>Series</u>	
Dan Landres	The Patsy, Feb. 21, 1960	General Electric Theatre	CBS
Ben H. Ray Robert L. Swanson }	-	The Untouchables	ABC
Edward Williams	Man from the South, March 13, 1960	Alfred Hitchcock Presents	CBS

WINNER

OUTSTANDING ACHIEVEMENT IN ELECTRONIC CAMERA WORK
(Any type or length program or series.)

Playhouse 90 (Series)	CBS
The Turn of the Screw - Ford Startime - Oct. 20, 1959	NBC
Winter Olympics	CBS

WINNER

BEST ENGINEERING OR TECHNICAL ACHIEVEMENT
(In Picture, in Sound, in Development of Technical Equipment, etc.)

The new General Electric supersensitive camera tube permitting colorcast in no more light than is needed for black and white.

The National Broadcasting Company and the British Broadcasting Corporation for the development of the cable-film process speeding the transmission of overseas events.

WINNER

OUTSTANDING WRITING ACHIEVEMENT IN THE DOCUMENTARY FIELD
(Regular or special. Any length, live, tape or film.)

<u>Writer</u>	<u>Program</u>	<u>Series</u>	
James Benjamin	From Kaiser to Fuehrer, April 5, 1959	Twentieth Century - CBS	
Richard F. Hanser Henry Salomon }	Life in the Thirties, Oct. 16, 1959	Project 20	NBC
Howard K. Smith Av Westin }	The Population Explosion, Nov. 11, 1959	CBS Reports	CBS

WINNER

(more)

OUTSTANDING PROGRAM ACHIEVEMENT IN THE FIELD OF VARIETY

(A regular program, a special program, or a series.

Any length, live, tape or film.)

Another Evening with Fred Astaire - Nov. 9, 1959 - NBC

Dinah Shore Chevy Show (Series) - NBC

Fabulous Fifties - Jan. 31, 1960 - CBS

Garry Moore Show (Series) - CBS

Tonight with Belafonte - Dec. 10, 1959 - Revlon Revue - CBS

WINNEROUTSTANDING DIRECTORIAL ACHIEVEMENT IN DRAMA

(Regular or special. Any length, live, tape or film.)

<u>Director</u>	<u>Program</u>	<u>Series</u>	
John Frankenheimer	The Turn of the Screw, Oct. 20, 1959	Ford Startime	NBC
Phil Karlson	The Untouchables, April 20 and 27, 1959	Westinghouse - Desilu Playhouse	CBS
Robert Mulligan	The Moon and Sixpence, Oct. 30, 1959		NBC

WINNEROUTSTANDING DIRECTORIAL ACHIEVEMENT IN COMEDY

(Regular or special. Any length, live, tape or film.)

<u>Director</u>	<u>Program</u>	<u>Series</u>	
Seymour Berns	-	Red Skelton Show	CBS
Sheldon Leonard	-	Danny Thomas Show	CBS
Ralph Levy	Jack Benny Hour Specials		CBS

WINNEROUTSTANDING PROGRAM ACHIEVEMENT IN THE FIELD OF DRAMA

(A regular program, a special program, or a series.

Any length, live, tape or film.)

Ethan Frome - DuPont Show of the Month - Feb. 18, 1960 - CBS

The Moon and Sixpence - Oct. 30, 1959 - NBC

Playhouse 90 (Series) - CBS

The Turn of the Screw - Ford Startime - Oct. 20, 1959 - NBC

The Untouchables (Series) - ABC

(more)

WINNER

OUTSTANDING PERFORMANCE BY AN ACTOR IN A SERIES (LEAD OR SUPPORT)
(Continued performance only. Any length, live, tape or film.)

Richard Boone - Have Gun, Will Travel - CBS
Raymond Burr - Perry Mason - CBS
Robert Stack - The Untouchables - ABC

WINNER

OUTSTANDING PERFORMANCE BY AN ACTRESS IN A SERIES (LEAD OR SUPPORT)
(Continued performance only. Any length, live, tape or film.)

Donna Reed - Donna Reed Show - ABC
Jane Wyatt - Father Knows Best - CBS
Loretta Young - The Loretta Young Show - NBC

WINNER

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NBC-New York, 6/14/60

2-X-H

NBC TRADE NEWS

June 15, 1960

TOP VALUE ENTERPRISES WILL SPONSOR 'HOLIDAY ON ICE,'
FULL-HOUR NBC-TV NETWORK SPECIAL THURSDAY, NOV. 17

Top Value Enterprises, for its Top Value Trading Stamps, will sponsor "Holiday on Ice" on the NBC-TV Network in a special telecast on Thursday, Nov. 17, 7:30-8:30 p.m. (NYT), it was announced today by Edwin S. Friendly Jr., Director of Special Program Sales, NBC Television Network.

The telecast will feature highlights of "Holiday on Ice of 1961," with such internationally known skaters as Jinx Clark, Tommy Collins, Dorothy Goos, Paul Andre, Alfredo Mendoza, Tony LeMac and others. A guest star will also be announced as host of the show.

"Holiday on Ice" has performed in most major cities in the United States and abroad. The telecast marks the first major telecast to be sponsored on NBC-TV by Top Value Enterprises.

The purchase was placed through Campbell-Mithun, Inc., in Minneapolis.

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June 15, 1960

'RICHARD DIAMOND,' STARRING DAVID JANSSEN AS PRIVATE DETECTIVE, RETURNS TO NBC-TV WITH NEW EPISODES STARTING TUESDAY, JUNE 28

P. Lorillard Company Is Sponsor of Half-Hour Weekly Series

"Richard Diamond," half-hour action-adventure program starring David Janssen in the title role of a Hollywood private detective, returns to the NBC-TV Network Tuesday, June 28 (9-9:30 p.m. EDT) in a series of new episodes, beginning with "The Popskull."

"Richard Diamond" is sponsored by P. Lorillard Company, through Lennen and Newell, Inc.

For the opening of the new "Richard Diamond" series, a dog and a cat help Diamond and federal agents smash a bootleg mob which has been forcing bar owners to buy illicit whiskey. Diamond, intent upon rescuing an alley cat being chased by a mongrel dog, follows the animals to the hideout of the bootleggers.

Cast members for the June 28 episode include Russ Conway as Lt. Kile, Stafford Repp as Charley London, Chris Alcaide and Robert Karnes as the bootleggers, and Michael Fox as the bar owner.

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June 15, 1960

PORABLE RADIO EQUIPMENT WILL GIVE NBC NEWS' CONVENTION REPORTERS
GREATER RANGE AND FREEDOM OF MOVEMENT THAN IN THE PAST

Portable radio equipment weighing less than nine pounds and permitting NBC News reporters to have a greater range and a freedom of movement never before possible will be key instruments in NBC Television and NBC Radio coverage of the national political conventions.

These 1960 radio units can operate over a wider area in the convention arenas than their predecessors, providing two-way conversations between floor reporters and the TV and radio control rooms, or between the floor reporters themselves.

Gerald M. Sellar, Director of NBC Radio Network Operations, said the receivers have been improved to such an extent that not only can they be used by floor reporters to get information, but the same receivers will serve as a base receiving station in the engineering control room for direct on-the-air programming.

The combined weight of the receiver, transmitter, power supply, microphone and headset will be about eight pounds, 14 ounces. These units will be fastened to the

(more)

2 - Portable Equipment

reporter's body, leaving his hands free. The microphone will not block the view of his face.

The equipment required to do the same job at the 1956 conventions weighed nearly three times as much. The microphone-transmitter came to be called a "beer mug," because the reporter had to hold it in front of him by the handles on both sides. An engineer had to accompany the reporter and carry the receiver and power supply.

Sellar said research and development of the new units started a year ago. The equipment is highly transistorized. The transmitter and receiver each has its own antenna. It is expected that they will operate continuously for six hours on one set of batteries.

The reporter has the option of wearing either an ear plug or a headset. A feature of the latter is that it has been designed to eliminate all surrounding noise.

Five reporters working on the television coverage and four on the radio coverage will use the portable units, a greater number than were equipped with such devices in 1956.

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NBC-New York - 6/15/60

UNDER SECRETARY OF STATE DOUGLAS DILLON TO 'MEET THE PRESS'

Under Secretary of State Douglas Dillon, who is leading the Administration's fight for its Mutual Security Program, will be the guest on "Meet the Press" Sunday, June 19 (NBC-TV Network, 6 p.m. EDT; NBC Radio Network except WNBC, as part of "Monitor," 6:30 p.m. EDT; WNBC time, 6:35 p.m. EDT).

Dillon, a former U. S. ambassador to France, is an advocate of an increase in the rate of U. S. economic growth to meet Soviet competition. He will be interviewed by a panel that will include Marquis Childs of the St. Louis Post-Dispatch and Lawrence E. Spivak, producer and permanent panelist of "Meet the Press."

The program, a Public Affairs presentation of NBC News, will be telecast live from Washington. Ned Brooks will be the moderator.

NBC-New York, 6/15/60

NBC NEWS OPENING A BUREAU
IN NEW DELHI, INDIA

NBC News is opening a bureau in New Delhi, India, with correspondent Welles Hangen occupying that post, it was announced by William R. McAndrew, Vice President, NBC News.

The decision to establish the new bureau, Mr. McAndrew said, was based upon the growing importance of India in Asian affairs, the prominent position Prime Minister Nehru occupies in world politics, and India's close ties with the United States, as evidenced by the great interest in the United States expressed during President Eisenhower's visit to India.

Hangen, who has been based in Cairo, is scheduled to arrive in New Delhi the end of this month. Correspondent Tom Streithorst of NBC News' Beirut bureau will cover the Middle East territory which formerly was Hangen's beat.

Correspondent William Boyle has been transferred from New York to NBC News' London bureau. He will replace John Chancellor there when the latter takes over the Moscow post July 1 in the change, previously announced, which brings Joseph Michaels from Moscow to New York.

Boyle was a United Press newsman in Europe before joining NBC News in December, 1955.

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NBC-New York, 6/15/60



June 15, 1960

HERE'S WHAT YOU'LL SEE ON "THE EMMY AWARDS" COLORCAST

Twenty-three Emmys (including the Trustees Award and an Engineering Achievement Award) will be given by the National Academy of Television Arts and Sciences on Monday, June 20 when "The Emmy Awards" show is colorcast over the NBC-TV Network (10-11:30 p.m. EDT).

Fred Astaire will be host of the West Coast segment of the program, originating from NBC's color studios, Burbank, Calif., and Arthur Godfrey will be host of the New York segment, emanating from the Ziegfeld Theatre.

The program, keyed to the "light touch," will open with introductions of Astaire and Godfrey, followed by Astaire's opening remarks and explanation of the novel technique of presenting the awards. Following will be the introduction of the two Miss Cinderemmys -- Marie Di Francesco on the West Coast and Peggy Benz in New York.

The first awards will then be made -- Outstanding Program Achievement in the Field of Children's Programming, and Outstanding Program Achievement in the Field of Public Affairs and Education. A group of "Steve Allen Show" performers -- Bill Dana, Pat Harrington Jr., Don Knotts and Louis Nye -- will do a tongue-in-cheek sketch concerning the Public Affairs award.

Chuck Connors will follow in a bit with comedian Joe Flynn. Then the awards for Outstanding Writing Achievement in Drama and

(more)

comedy will be presented. Film clips from humor shows will follow and Astaire will then introduce Dinah Shore who also will do a bit with Flynn.

The next award will be for Outstanding Program Achievement in the Field of Humor, followed by Mike Nichols and Elaine May in one of their satirical sketches.

Lawrence Welk will do a bit with Flynn, followed by the award for Outstanding Achievement in the Field of Music. Astaire and Welk will chat, and the award for Outstanding Performance in a Variety or Musical Program or Series will follow.

Godfrey will introduce the second half. Then Astaire will introduce Jackie Cooper who will do a bit with Flynn. Following will be the awards for Outstanding Single Performance by an Actor and Actress (Lead or Support) and Outstanding Program Achievement in the Field of News.

Godfrey then will introduce Walter Cronkite, national president of the Academy of Television Arts and Sciences. Mr. Cronkite will give a brief speech about the Academy. Godfrey will introduce Mahalia Jackson who will sing her rendition of "America."

Godfrey will introduce the next six awards -- Outstanding Achievement in the Field of Art Direction - Scenic Design; Cinematography for Television; Film Editing for Television; Electronic Camera Work; Best Engineering or Technical Achievement; and Outstanding Writing Achievement in the Documentary Field.

Next will be film clips from variety shows, followed by the awards for Outstanding Achievement in the Field of Variety, Outstanding Directorial Achievement in the Field of Drama and Outstanding Directorial Achievement in the Field of Comedy.

(more)

3 - 'The Emmy Awards'

Astaire will then introduce comedian Bob Newhart who will do one of his topical satires -- on television. Godfrey will then present the Trustees Award, given to an individual for outstanding service to the television industry. Film clips from drama shows will be presented and then the award for Outstanding Program Achievement in the Field of Drama will be made. The 90-minute colorcast will close with the awards for Outstanding Performances by an Actor and Actress in a Series.

Robert Finkel is executive producer. Bob Henry is producer-director for the West Coast segment. Ed Pierce is producer and Van Fox the director for the New York segment.

Producers for the Academy are Desi Arnaz for the West Coast and David Susskind for New York. Ed Simmons and Howard Leeds are the writers. Music director is David Rose.

"The Emmy Awards" colorcast is sponsored by the Procter & Gamble Company and the Greyhound Corporation.

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NBC-New York, 6/15/60

COLORCAST

CREDITS FOR 'THE EMMY AWARDS' COLORCAST ON THE NBC TELEVISION NETWORK
MONDAY, JUNE 20 (10-11:30 P.M. EDT), MARKING 12TH ANNUAL CEREMONIES
OF THE NATIONAL ACADEMY OF TELEVISION ARTS AND SCIENCES

ORIGINATIONS: West Coast - NBC-TV Network's Color
Studios, Burbank, Calif.
New York - The Ziegfeld Theatre

HOSTS: Fred Astaire (West Coast)
Arthur Godfrey (New York)

GUESTS (ALPHABETICALLY): Chuck Connors
Jackie Cooper
Walter Cronkite
Bill Dana
Joe Flynn
Pat Harrington Jr.
Mahalia Jackson
Don Knotts
Elaine May
Bob Newhart
Mike Nichols
Louis Nye
Dinah Shore
Lawrence Welk

MISS CINDEREMMYS: Marie Di Francesco (Burbank)
Peggy Benz (New York)

EXECUTIVE PRODUCER: Robert Finkel

PRODUCER-DIRECTOR (BURBANK): Bob Henry

PRODUCER (NEW YORK): Ed Pierce
(more)

THEY WOULD NOT BE ABLE TO GET A POSITION
RECORDED IN THE PAST DRAFTS, AND THAT (CLOUD) IS THE REASON
WHY THEY ARE NOT ABLE TO GET A POSITION IN THE PAST

THEY ARE NOT ABLE TO GET A POSITION IN THE PAST

: PRACTICAL

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: PRACTICAL

2 - Credits for 'The Emmy Awards'

DIRECTOR (NEW YORK): Van Fox

WRITERS: Ed Simmons
Howard Leeds

MUSIC DIRECTOR: David Rose

ART DIRECTORS: Bill Morris (Burbank)
Don Shirley (New York)

ASSOCIATE PRODUCER: Carolyn Raskin

UNIT MANAGERS: Darrell Ross (Burbank)
Jim Reina (New York)

FILM CO-ORDINATOR: Gordon Wiles

ASSOCIATE DIRECTORS: Rick Oxford (Burbank)
Bob Quinn (New York)

TECHNICAL DIRECTORS: Joe Strauss (Burbank)
Heino Rippe (New York)

LIGHTING: Jim Kilgore (Burbank)
Allen Posage (New York)

AUDIO: Art Bearly (Burbank)
Phil Falcone (New York)

FOR THE ACADEMY:

PRODUCERS: Desi Arnaz (Burbank)
David Susskind (New York)

NATIONAL PRESIDENT: Walter Cronkite

HOLLYWOOD PRESIDENT: Harry Ackerman

EXECUTIVE SECRETARY: Thomas Freebairn-Smith

SPONSORS: The Procter & Gamble Company
The Greyhound Corporation

AGENCY: Grey Advertising Agency, Inc. (for
both sponsors)

NBC PRESS REPRESENTATIVES: Bob Bowen (Hollywood)
Betty Lanigan (New York)

June 15, 1960

SETTING THE STAGE (ON TWO COASTS) FOR 'THE EMMY AWARDS'

A pair of identical sets -- one in Burbank, Calif., one in New York -- will be used on NBC-TV's Monday, June 20 colorcast of "The Emmy Awards" (10 to 11:30 p.m. EDT).

Designed by Bill Morris and Don Shirley, the sets will be done in tones of blue -- ranging from medium to the palest sky blue. The floor will be covered with special tempered masonite, polished to a high gloss and studded with pale blue stars.

The covering is being made in Dover, Ohio, half to be shipped to NBC's Burbank studios and half to the Ziegfeld Theatre in New York.

The nominees will be seated on-stage in tiers of theatre seats, upholstered in pale blue. The aisles between the seats will be carpeted inumbered shades of blue.

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N E W S

F R O M

NBC
OPERA
COMPANY

June 15, 1960

AUDEN-KALLMAN TRANSLATION OF 'DON GIOVANNI' TO BE PUBLISHED

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NBC-Commissioned English Version Was Colorcast in April

The English translation by W. H. Auden and Chester Kallman of Mozart's opera "Don Giovanni," commissioned and performed by the NBC Opera Company, will be published by G. Schirmer, Inc. The world premiere performance of this version was colorcast on April 10 of this year by the NBC Opera Company with Cesare Siepi in the title role. It is expected that this translation also will be sold at the Metropolitan Opera in coming seasons as part of the official libretto.



June 15, 1960

CONVENTION LETTER

Editor's Note: This is the first of a series of informal newsletters offering background material on the forthcoming Democratic and Republican conventions.

CONVENTION NOTES -- Better than 92 million Americans will view the upcoming Democratic and Republican conventions on television, says a report from William R. McAndrew, Vice President, NBC News. That's a far cry from the 10 million viewers, mostly in the East, who saw the 1948 convention on the home screen. First convention to be televised was the 1940 assembly, covered on an experimental basis from Philadelphia...Larry "Meet the Press" Spivak remembers the 1956 convention as one which almost put him in the hospital. Mr. Spivak, attempting to insert a small earphone into one ear, pushed a little too hard and had to call a medic to remove the gadget... Abraham Lincoln's trainload of supporters sneaked into the 1860 Chicago convention with counterfeit tickets. What a mess that would produce in Los Angeles or Chicago in 1960.

HISTORICAL NOTES -- Samuel J. Tilden was the first Democratic candidate to hire a press agent... Grover Cleveland was nominated by

(more)

the Democrats for a second term in 1888 in just one hour and a quarter ... Ulysses S. Grant was nominated on the first ballot in 1872, receiving every vote at that Republican convention.

WHAT THEY'RE SAYING -- NBC News commentator David Brinkley: "Is there such a thing as a spontaneous demonstration? I keep visualizing people sitting up all night painting signs."... NBC News commentator Ned Brooks: "It's too bad we didn't have TV at some earlier conventions. Al Smith, Cactus Jack Garner, Alfalfa Bill Murray and Huey Long would have made pretty lively TV viewing."... Former sports-caster Bill Henry: "Conventions are like the Olympic Games. They come along once every four years and always a new bunch of jokers crop up to run things -- young lawyers, young farmers and assorted politicians."... Elmer Lower, NBC News Manager in Washington: "The smoke-filled room is getting a breath of fresh air and the debate over party platforms is gradually being pried out into the public view."... Morgan Beatty: "This will be the year of the dark horses and Joe Smiths."... Reuven Frank, Producer, NBC convention telecasts: "We intend to make a delegate out of every television viewer in the United States."... William R. McAndrew, Vice President, NBC News: "The basic story is captive and there for all to cover. Our aim is to clarify, to explain the 'why' of the happenings on the convention floor."

IT HAPPENED IN '52 -- One day the Republicans called their opening for 10:30 a.m. and didn't get started until noon...a flock of pigeons invaded the Democratic convention, confusing delegates and viewers alike. One sat down next to Mrs. Truman... David Brinkley, covering the convention, learned from Washington that he had become the father of a son, Joel. The next morning he looked in on one of NBC's interview programs and saw a short film clip of the new baby which his working companions had ordered as a surprise for him...

(more)

IT HAPPENED IN '56 -- A New York actor named Irving Fisher, who portrayed Harry S. Truman in the Broadway hit "Call Me Madam," threw Republican headquarters in the Fairmont Hotel into utter confusion by stopping in for a visit -- in his Truman makeup. Fisher had been hired for a gag sequence on Dave Garroway's "Today" show... Chet Huntley commented on the flies abounding at the convention and immediately received a wire from Bridgeport, Conn., advising him he would soon receive 40 cans of bug killer.

IT'LL HAPPEN IN '60 -- Every candidate will be an expert in TV ratings and techniques... All will save their big moments for top viewing hours... Makeup rooms will be crowded with women trying to look more like women, and men trying to conceal the morning-after-night-before and five o'clock shadows... Free legal advice will be available in large quantities because many delegates are lawyers... Every voter in the country will be exposed to radio or TV convention coverage at least once during each session.

BEHIND THE COMMENTATORS -- "Tippy" Huntley, the former Tipton Stringer, was a TV personality and weather girl on NBC's Washington station, WRC-TV. Anne Brinkley, the former Anne Fischer, was a reporter for United Press before becoming a housewife.

NAMEDROPPER -- Bill Henry, who'll cover the speakers' platform for NBC-TV this convention year, accomplished a one-man feat at the 1952 Republican convention that would amaze the most professional memory expert. Dwight D. Eisenhower had just finished his acceptance speech and was overwhelmed by a swarm of well-wishers. Henry began calling off the names of the congratulators, one by one. When it was all over, his colleagues told him he had identified correctly the complete total of 67 individuals.

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NBC-New York, 6/15/60

June 16, 1960

CARTER PRODUCTS AND LIGGETT & MYERS TOBACCO TO CO-SPONSOR
NBC COLORCAST OF 11TH ANNUAL PRO BOWL GAME JAN. 15

Carter Products Inc. and Liggett & Myers Tobacco Company Inc. will co-sponsor the colorcast of the 11th annual Pro Bowl game at the Los Angeles Coliseum on Sunday, Jan. 15, 1961, it was announced today by Edwin S. Friendly Jr., Director of Special Program Sales, NBC Television Network.

It will mark the fourth straight year that the NBC-TV Network has covered the Pro Bowl, and the third year L & M has co-sponsored the telecast. Carter Products also was a co-sponsor of the 1960 game.

The Pro Bowl game features top stars of the National Football League, with the Eastern Conference battling the Western Conference. The Western stars have won six of the 10 previous contests, including the 1960 game with a 38-21 final score.

The Liggett & Myers purchase was made through its advertising agency, Dancer-Fitzgerald-Sample Inc., and the Carter Products order was placed through Sullivan, Stauffer, Colwell and Bayles Inc.

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THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

June 16, 1960

NBC-TV AND RADIO NETWORKS TO CARRY TWO ALL-STAR BASEBALL GAMES--
FROM KANSAS CITY JULY 11 AND NEW YORK JULY 13

Gillette Safety Razor Company Is Sponsor of Dual Coverage

Baseball's two All-Star Games, scheduled for Monday, July 11, and Wednesday, July 13, will be carried by the NBC Television and Radio Networks.

NBC's dual coverage will be sponsored by the Gillette Safety Razor Company.

The July 11 contest will be played at Municipal Stadium in Kansas City, Mo., with TV and radio time at 2:45 p.m. EDT. Two days later, the same teams will play at New York's Yankee Stadium, with air time at 12:45 p.m. EDT. Both games will start at 1 p.m. local time.

The two games will be the 28th and 29th in the All-Star series. Last year when two games were played for the first time, the National League won the first, 5-4, in July and the American League took the second, 5-3, in August. The American League holds the overall edge in the series by a 16-11 count.

Thirty players, more than in previous years, will be selected for the two squads and, except for pitchers, will be eligible for both games. Pitchers who appear in the first game will not work in the second.

(more)

2 - All-Star Games

As in the past two years, the eight starters other than pitchers will be chosen by the votes of players, managers and coaches, voting for players in their own league outside of teammates. The All-Star managers, Walter Alston (of the world and National League champion Los Angeles Dodgers) and Al Lopez (of the American League champion Chicago White Sox), will name the 22 other players and the starting hurlers. Each of the 16 clubs must be represented by at least one player.

NBC-TV has televised every All-Star classic since 1950, including last year's two games. This will be the fourth straight year of All-Star coverage for NBC Radio, which broadcast the first game in 1933.

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NBC-New York, 6/16/60



June 16, 1960

JOYCE DAVIDSON TO BE 'TODAY' GIRL-OF-THE-WEEK AT CONVENTIONS

Joyce Davidson will join NBC-TV's "Today" show as Girl-of-the-Week during the program's live coverage of the national political conventions in Los Angeles and Chicago it was announced today by Robert Bendick, producer of the show. ("Today" is telecast Mondays through Fridays, 7-9 a.m. EDT).

Born in Saskatchewan, 29-year-old Joyce has appeared twice before on Garroway's program. Her first appearance last Summer caused commotion in Canada for her asserted indifference to Queen Elizabeth's visit to the Dominion. Her home was picketed and her Canadian TV appearances were suspended, but soon resumed.

Besides hostessing two CBC interview programs in Canada, Miss Davidson has become a familiar personality to American viewers with frequent appearances on Jack Benny and George Gobel telecasts.

Joyce's TV career began soldering condensers in an Ontario plant. From the TV equipment assembly line she moved to a job on a local station, but still had not been able to step before the cameras. She worked as assistant to the cook on a home economics program. "She made the recipes on the air and I washed the dishes afterwards," Joyce says. Finally Joyce won her first on-camera job selling soap.

As one of Canada's leading TV personalities, Joyce has interviewed some of the biggest names in the political and entertainment world. She will be adding to the list when she assists Dave Garroway and Frank Blair on "Today" at the conventions.

PROGRAM CHANGE FOR 'THE EMMY AWARDS'

Dayton Allen will substitute for Louis Nye in the "Men on the Street" sketch on "The Emmy Awards" colorcast Monday, June 20 (NBC-TV Network, 10-11:30 p.m. EDT). Don Knotts, Pat Harrington Jr. and Bill Dana will participate as previously announced. Nye is unable to appear because of conflicting commitments.

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NBC-New York, 6/16/60

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NBC TRADE NEWS

ALLSTATE INSURANCE COMPANY WILL CO-SPONSOR 'THRILLER,'
FULL-HOUR NBC-TV TUESDAY SERIES IN 1960-61 SEASON

FOR RELEASE MONDAY A.M., JUNE 20

Allstate Insurance Company will co-sponsor "Thriller," the new NBC-TV hour-long mystery and suspense series to premiere in the Fall, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

The program, with Boris Karloff as host -- and occasionally star of the dramas -- will be telecast on Tuesdays, 9-10 p.m. (NYT) during the 1960-61 season. The series is being produced for NBC by Hubbell Robinson Productions Inc.

Previously announced co-sponsors of "Thriller" are Glenbrook Laboratories, Division of Sterling Drug Inc., and the American Tobacco Company.

The Allstate purchase was placed through Leo Burnett Company Inc.

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July 17, 1960

'ONE LOUD, CLEAR VOICE,' ORIGINAL ROGER O. HIRSON PLAY
STARRING WENDELL COREY, TO HAVE REPEAT NBC COLORCAST

"One Loud, Clear Voice," an original play by Roger O. Hirson about a young political reformer whom success turns into a political boss, will be a repeat colorcast on the NBC-TV Network Monday, July 4 (10-11 p.m. EDT). The drama was originally colorcast Sunday, Jan. 17.

The Hirson play stars Wendell Corey as Charles Cogshall, the political reformer; Larry Blyden as Ben Matthews, and Jack Klugman as Jonah Newman, his campaign assistants; Mary Fickett as Anne Guardino, his business manager, and Frank Conroy as an elderly senator.

"One Loud, Clear Voice" will be sponsored by the Purex Corp. William A. Graham is the director.

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June 17, 1960

TRANSPORTATION THAT WAS LITERALLY FIT FOR A QUEEN

ACQUIRED BY NBC NEWS FOR CONVENTION HALL COVERAGE

'VIP Train' Will Convey Political Figures to Cameras or Studios

Politicians, newsmen and convention personnel will be riding in a queen's carriage at the Democratic convention in Los Angeles.

The carriage, actually an electric towing tractor and three cars, was built originally to transport Queen Elizabeth and her royal party during their tour of Chicago last June.

NBC News, which obtained the train from the Clark Equipment Company of Battle Creek, Mich., has changed its name from "the Queen's cars" to the "VIP Train" and will use it to transport political figures to floor cameras or studios in the Sports Arena for interviews.

Two cars seat nine persons each and the third is a flat car with a railing on three sides which can accommodate press reporters and photographers as well as NBC personnel.

Although its main function will be to carry dignitaries, the VIP Train also will be used to provide a shuttle service for NBC staff members between NBC Convention Central and key places in the convention hall.

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NBC-New York, 6/17/60

DAVE GARROWAY HONORED

Dave Garroway, star of NBC-TV's "Today" show, received the 1960 "Citation of Merit" of the International Association of Personnel in Employment Security during a ceremony June 16 in New York.

IAPES, which has almost 22,000 members -- representing every state as well as Canada and 23 other nations -- is dedicated to exchanging ideas, working out mutual problems and increasing on-the-job competency through better communications. The citation, in part, praised Garroway for "picturing employment security as a humanitarian public service, a social and economic tool of the people for greater individual and group security."

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NBC-New York, 6/17/60

June 20, 1960

NBC RADIO NETWORK IS OPERATING AT A PROFIT
AND WILL CONTINUE TO DO SO THROUGH 1960,

WILLIAM K. McDANIEL ANNOUNCES

The NBC Radio Network is operating at a profit and will continue to do so during the remainder of 1960, it was announced today by William K. McDaniel, NBC Vice President in charge, NBC Radio Network.

"With as much net business on the books as of June 1, 1960, as the network showed for the entire year 1959, the second, third and fourth quarters of this year are already in the black -- the first time we have shown a profit in eight years," Mr. McDaniel said.

"Station compensation has increased in direct proportion, so that our affiliates have benefited not only from the network's improved profit position, but also by virtue of the fact that under the new programming plan instituted January 4, 1960, they have 30 additional hours for local and national spot sales which they did not have in 1959."

Mr. McDaniel attributed the upswing in NBC Radio's net billings to the new program concept; the resulting improvement in station clearances of network time, which now stand at from 95 per cent to 98 per cent; widespread advertiser acceptance of the new policy and a sounder pricing structure.

"When we launched the new programming the first of this year, after extensive conferences with the Radio Affiliates Executive

(more)

Committee and the affiliates in general," he said, "we believed we had found a concept which would give both affiliated stations and advertisers what they wanted and needed.

"Beginning with the second quarter of 1960 we reached the turning point and began operating in the black for the first time since 1952. Later developments have proved to our satisfaction that we have evolved a workable format for network radio under which NBC, the affiliated stations and the advertisers can work together on a mutually beneficial basis. With over \$5,000,000 in net billings already on the books, the third quarter will be the biggest billing quarter NBC Radio has enjoyed in the last five years."

Mr. McDaniel said that "News-on-the-Hour," a \$5,000,000 property, is already sold out for the entire year. "Monitor," which will exceed \$5,200,000 in net billings before the end of the fourth quarter, continues to break its own sales records. These facts strengthen his belief that 1960 will mark the NBC Radio Network's most successful financial year since the early Fifties.

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NBC-New York, 6/20/60

June 20, 1960

'GAS COMPANY PLAYHOUSE' AND 'NBC PLAYHOUSE' WILL ALTERNATE
IN TUESDAY NIGHT TIME PERIOD ON NBC-TV NETWORK

- - -

American Gas Association to Sponsor 'Gas Company Playhouse'

Two half-hour television drama series -- "Gas Company Playhouse" and "NBC Playhouse" -- will alternate weekly. Tuesday nights (8:30 to 9 p.m. EDT) on the NBC-TV Network beginning Tuesday, July 5. On that date "Gas Company Playhouse" will present "Three Dark Years," starring Barbara Stanwyck.

Films to be shown on both programs will be chosen from the best of five anthology series.

"Gas Company Playhouse" will be sponsored by the American Gas Association through Lennen & Newell, Inc.

In the storyline for "Three Dark Years," Midge Varney (Barbara Stanwyck) arrives in New York, after serving three years in prison for a fraud, to hunt for the lawyer who had sent her there and who had killed her husband. Despite advice of police officer Pete Bannon (Russell Conway) to quit the search, she persists and finally finds the lawyer (Gerald Mohr) in a surprise finale. Fred Freiberger wrote the teleplay, which was first presented on "Goodyear Theater" June 23, 1958.

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THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

June 20, 1960

'OPERATION BALLOT,' NBC NEWS ELECTION NIGHT PROCEDURE, WILL COMBINE
VOTER PREFERENCE STUDIES WITH SWIFT ELECTRONIC COMPUTATIONS
FOR EARLY EVENING PROJECTING OF PRESIDENTIAL VOTE

"Operation Ballot," an NBC project that for the first time will combine voter preference studies with the swift calculations of an electronic computer for projecting the Presidential vote early in the evening of Election Day, was announced today by NBC News.

William R. McAndrew, Vice President, NBC News, said the objective of "Operation Ballot" was not only to project the popular and electoral votes as part of the NBC News election coverage but also to provide valuable new information on historical election patterns and on voting motivations.

He said that the project was being carried out by a special team of political scientists, sociologists, statisticians, mathematicians and computer specialists working with the Radio Corporation of America's Electronic Data Processing Division.

The project was started more than a year ago. Since then the research team has been collecting and analyzing historical voting trends and voting characteristics based on national origins, religion, education, income, age, occupation, housing, geographic location and a number of other factors.

This data is being sifted and correlated by RCA 501 computers at the Electronic Systems Centers in New York, Washington and Cherry Hill, N. J., to construct a "mathematical model" -- a system of formulas expressing U. S. voting habits in mathematical form.

(more)

2 - 'Operation Ballot'

On Election Day, early voting returns will be transmitted from NBC News in midtown New York to the RCA center on Wall Street and applied by the computers to the mathematical model to project the vote on a national basis. The communications link uses RCA's new DaSpan system which provides data directly to the computer.

The NBC-TV Network coverage, featuring NBC News correspondents Chet Huntley and David Brinkley, will switch periodically to the computer center. There NBC News correspondent Richard Harkness will report the results of "Operation Ballot."

The mathematical model is being tested continually by applying it to data from past elections, public opinion polls and other sources of voting information. In addition, validity checks are being developed for the computers in order to guard against human errors in reporting the returns.

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NBC-New York, 6/20/60



June 20, 1960

MACDONALD CAREY SIGNED FOR 'MOMENT OF FEAR' PREMIERE

Stage, series and TV star Macdonald Carey will have the role of Jim Mellanby -- a generous man whose gratitude to a stranger plunges him into a living nightmare -- in "The Golden Deed," premiere colorcast of "Moment of Fear" on the NBC-TV Network Friday, July 1 (10-11 p.m. EDT). Carey is the first cast member announced for the teleplay by Mel Goldberg adapted from Andrew Garve's novel.

BILL CULLEN LOOK-ALIKE CONTEST UNDER WAY

A contest is now under way at NBC-TV Network affiliates to find a man who resembles the star of "The Price Is Right" colorcasts (Monday through Friday mornings at 11 a.m. EDT, and Wednesday nights at 8:30 p.m. EDT).

All that is required to enter the contest is to send a simple unretouched photograph of any size, along with the subject's name, age, occupation and address to the Bill Cullen Look-Alike Contest, care of the local station participating in the contest. Entries must be received by July 11.

The winner will be brought to New York to appear on "The Price Is Right" nighttime colorcast Wednesday, July 20, and will receive as the grand prize a pair of round-trip plane tickets to Paris.

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DR. GEORGE GALLUP PUBLIC OPINION POLL SPECIALIST,

WILL BE 'MEET THE PRESS' GUEST SUNDAY, JUNE 26

Dr. George Gallup, whose public opinion polls have become a significant factor in U. S. political life, will be the guest on "Meet the Press" Sunday, June 26 (NBC-TV Network, 6 p.m. EDT; NBC Radio Network, except WNBC, as part of "Monitor," 6:30 p.m. EDT. WNBC time, 6:35 p.m. EDT).

Dr. Gallup founded the American Institute of Public Opinion in 1935 and since then has won an international reputation for his polls, which seek to measure public attitudes on social, political and economic issues of the day.

He will be interviewed by Douglass Allen of Newsweek, Richard Clurman of Time and Life, Richard Wilson of the Cowles Publications, and Lawrence E. Spivak, producer and permanent panelist of "Meet the Press." Ned Brooks will moderate.

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FEDERATION OF WOMEN'S CLUBS HONORS 3 NBC-TV PROGRAMS

Three NBC Television Network programs -- encompassing the fields of news, music and variety -- received television awards of the General Federation of Women's Clubs Friday, June 17, at ceremonies in Washington, D. C.

The NBC-TV winners include "Texaco Huntley-Brinkley Report" as the outstanding news series; "Bell Telephone Hour" as the outstanding musical series, and "Another Evening with Fred Astaire" as the best single musical or variety program.

With headquarters in Washington and a membership of over 11,000,000 the federation is the world's largest single organization of women.

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NBC-New York, 6/20/60



June 20, 1960

NBC-TV NETWORK COLORCAST SCHEDULE

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For Week of June 26-July 2 (All Times EDT)

Sunday, June 26

8-9 p.m. -- "Music on Ice" presents "The Top of the World," starring skater Shirley Linde, the Skip-Jacks, Buddy La Londe and his daughter Robbi, and Manuel del Toro. Special guests are duo-pianists Ferrante and Teicher, and Beebe's Hollywood Bears -- Minnie and Rosie. Johnny Desmond is host.

9-10 p.m. -- "The Chevy Mystery Show" presents "Fear Is the Parent," from a novel by Theodore and Mathilde Ferro, starring Mona Freeman and Arthur Franz.

Monday through Friday, June 26-July 2

11-11:30 a.m. -- "The Price Is Right" -- Bill Cullen is emcee.

12:30-1 p.m. -- "It Could Be You" -- Bill Leyden is emcee.

Monday, June 27

10-11 p.m. -- "After Hours," a comedy by Tony Webster starring Sally Ann Howes and Christopher Plummer, with special guest Buster Keaton. (Repeat).

Tuesday, June 28

9:30-10 p.m. -- "The Arthur Murray Party." Tonight's guests are June Lockhart, David Wayne, Bob Sterling and Anne Jeffreys. (Repeat).

(more)

2 - NBC-TV Network Colorcast Schedule

Wednesday, June 29

8:30-9 p.m. -- "The Price Is Right" -- Bill Cullen is emcee.

Thursday, June 30

9:30-10 p.m. -- "The Ford Show," starring Tennessee Ernie Ford.

Jason Evers is guest.

Friday, July 1

9:30-10 p.m. -- "Masquerade Party" -- Bert Parks is host.

10-11 p.m. -- "Moment of Fear" presents "The Golden Deed" -- a television play by Mel Goldberg, adapted from a novel by Andrew Garve.

Saturday, July 2

10:30-11 a.m. -- "The Ruff and Reddy Show"

7:30-8:30 p.m. -- "Bonanza" -- tonight, "The Fear Merchants"

(Repeat).

(NOTE TO EDITORS: On Saturday, July 2, "The Howdy Doody Show" will be presented in black and white only. Colorcasts will resume Saturday, July 9, 10:30 a.m.)

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NBC-New York, 6/20/60

June 21, 1960

NBC-TV NETWORK'S COVERAGE OF 1960 POLITICAL CONVENTIONS
IS THREE-QUARTERS SPONSORED WITH ORDER THIS WEEK
FROM FIFTH ADVERTISER, COWLES MAGAZINES INC.

The NBC Television Network's coverage of the 1960 political conventions is now three-quarters sponsored, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

The order this week by Cowles Magazines Inc. marks the fifth advertiser to purchase NBC-TV's complete coverage of next month's Republican and Democratic National Conventions. Earlier purchases were by Thomas J. Lipton Company, Brown & Williamson Tobacco Company, B. F. Goodrich Company and its dealers, and Field Enterprises Inc. NBC-TV will send a staff of approximately 350 people to Los Angeles for the Democratic convention beginning July 11 and later to the Republican convention in Chicago on July 25. Chet Huntley and David Brinkley will be anchor men. NBC-TV will have a network of 32 cameras at each convention city.

Agencies through which the orders were placed were Batten, Barton, Durstine & Osborn Inc. for B. F. Goodrich; Ted Bates & Company for Brown & Williamson; Sullivan, Stauffer, Colwell & Bayles for Thomas J. Lipton; Keyes, Madden & Jones Inc. for Field Enterprises, and McCann-Erickson Inc. for Cowles Magazines.

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June 21, 1960

TV COVERAGE OF U.S. CONVENTIONS TO BE SEEN IN ENGLAND
THROUGH EXCHANGE ARRANGEMENT BETWEEN NBC AND BBC

Television coverage of the American political conventions in July will be seen by millions of British viewers as a result of an exchange arrangement between NBC and the British Broadcasting Corporation.

William R. McAndrew, Vice President, NBC News, announced today that the network's coverage of the conventions in Los Angeles and Chicago would be recorded on video tape, then edited and flown to London for telecast by BBC.

The video tapes will constitute the most extensive TV coverage of the U. S. conventions ever presented to British viewers. They will be telecast on BBC's regular daily news programs and on "Panorama," a 45-minute Monday night series that reaches an average audience of eight million.

Richard Dimbleby, host of the series who recently was acclaimed for his TV narration of Princess Margaret's wedding, will devote two full "Panorama" programs to "capturing the flavor of an American political convention." The first will include a look at the television facilities at the Democratic convention in Los Angeles and a panel discussion by political reporters. The second will summarize the proceedings and the outcome of the convention.

(more)

NBC News is setting up special video tape centers in Los Angeles, Chicago and New York for the BBC coverage. Two BBC news editors will be sent to this country to supervise selection of segments to be telecast in England.

Under its exchange agreement with BBC, NBC News will also help provide the British network with film coverage and with transmission on the trans-Atlantic cable film system, which will permit British viewers to see important developments within as little as two hours after the event.

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NBC-New York, 6/21/60



June 21, 1960

BURR TILLSTROM--KUKLA AND OLLIE, TOO--
IN 'TODAY' CONVENTION CREW

Burr Tillstrom and his puppet friends, Kukla and Ollie, will be members of the NBC-TV "Today" show convention team, acting as observers, interviewers and analysts at Los Angeles and Chicago, producer Robert Bendick announced today. ("Today" is telecast Mondays through Fridays, 7-9 a.m. EDT).

"Today's" convention team includes Dave Garroway, Frank Blair, "Girl-of-the-Week" Joyce Davidson and political expert Sidney Hyman. With the addition of Tillstrom (and pals), the team is complete.

Kukla and Ollie will interview dignitaries and delegates, cover critical moments in the proceedings, and later report their analyses of events to "Today" viewers.

NBC-TV PROGRAMS HONORED WITH EMMY AWARDS

"The Moon and Sixpence," "The Turn of the Screw," "Huntley-Brinkley Report" and Art Carney's "VIP"

Receive Statuettes During NBC Colorcast

"The Moon and Sixpence," "The Turn of the Screw," "The Texaco Huntley-Brinkley Report" and Art Carney's "VIP" -- all NBC-TV entries -- were honored by the National Academy of Television Arts and Sciences at its 12th annual ceremonies, "The Emmy Awards" colorcast on the NBC-TV Network, last night (Monday, June 20, 10 to 11:30 p.m. EDT).

"The Moon and Sixpence" was honored twice when Laurence Olivier, for his U. S. TV debut, won the award for the "Most Outstanding Single Performance by an Actor" and Robert Mulligan was cited for "Most Outstanding Directorial Achievement in Drama." Charlton Heston, standing in for Olivier (who is now in England) accepted the golden statuette in Hollywood. Mulligan was also present at the West Coast point of origination.

Ingrid Bergman was honored for "Outstanding Single Performance by an Actress" for her performance in the adaptation of Henry James' "The Turn of the Screw." Her Emmy was accepted for her by Hubbell Robinson in the New York part of the presentation.

Also in New York, Chet Huntley accepted the Emmy for "The Texaco Huntley-Brinkley Report," which was named "Outstanding Program Achievement in the Field of News," and producer David Susskind accepted the award for Art Carney's "VIP," which was named "Outstanding Program Achievement in the Field of Humor."

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NBC-New York, 6/21/60



July 21, 1960

ROBERT REDFORD IN CAST OF 'MOMENT OF FEAR' PREMIERE DRAMA

Robert Redford will appear as Frank Burton in "The Golden Deed," the Monday, July 1 premiere colorcast of "Moment of Fear" (NBC-TV Network, 10-11 p.m. EDT). Macdonald Carey, as announced earlier, will star as Jim Mellanby.

Redford has appeared on Broadway and in prominent TV series. His progress has been noted by members of NBC's Talent Development Program since his audition last October. At that time, he was marked as an actor with starring potential.

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CORRECTION, PLEASE

The agency for Breck, Inc., sponsor of the NBC-TV Network's "Hollywood Sings" repeat colorcast Monday, Aug. 1 (10-11 p.m. EDT), is Reach-McClinton and Company, Inc. (not N. W. Ayer & Son, as incorrectly listed in yesterday's (6/20/60) Daily News Report).

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AMERICAN BAPTIST CONVENTION TO HONOR TENNESSEE ERNIE FORD

Tennessee Ernie Ford will receive the American Baptist Convention's 1960 television award from Frederick L. Essex, director of Department of Radio and Television, on the season's final "Ford Show" Thursday, June 30 (NBC-TV Network colorcast 9:30 p.m. EDT). Noting Ernie's inclusion of a hymn in each telecast, the citation states, "By including a spiritual emphasis on his program, the American Baptist Convention believes that Tennessee Ernie Ford is helping America remember its great spiritual strength."

NBC-New York, 6/21/60

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June 22, 1960

MORE THAN 70 HOURS OF DEMOCRATIC AND REPUBLICAN CONVENTION
COVERAGE WILL BE PROGRAMMED ON THE NBC TELEVISION NETWORK

More than 70 hours of coverage of the Democratic and Republican national conventions will be programmed on the NBC Television Network.

Tentative starting times of NBC News' coverage of the convention sessions were announced today by William R. McAndrew, Vice President, NBC News. They are based upon his discussions with Democratic and Republican leaders and are subject to last-minute revisions caused by convention developments.

Mr. McAndrew has just returned from an inspection tour of NBC's facilities in Los Angeles and Chicago for covering the political meetings. He reported satisfactory progress in the construction and equipping of NBC Convention Central in the Los Angeles Sports Arena and the Chicago International Amphitheatre and the special booths in these places from which Chet Huntley and David Brinkley will report the sessions.

In addition to the direct telecasts of the convention sessions, Dave Garroway's "Today" show will devote its entire programming to the convention throughout the weeks of July 11 and July 25;

(more)

2 - Conventions Schedule

NBC News will present two special pre-convention programs on Saturday, July 9, and Saturday, July 23; candidates for the Presidential nominations will be guests on "Meet the Press" on Sundays, July 10 and 24, and the forthcoming convention activity will be the subject of "Edwin Newman Reporting" on Sunday, July 24. All of these programs will originate live from the convention cities.

The tentative starting times of the television coverage of the Democratic convention sessions follow (all times EDT):

Monday, July 11 -- 8 p.m. Opening organizational session; keynote speech by Senator Frank Church of Idaho.

Tuesday, July 12 -- 7 p.m. Platform Committee report by Representative Chester Bowles of Connecticut.

Wednesday, July 13 -- 6 p.m. Nominating speeches for President; balloting, unless the nominating speeches exceed the time they are expected to occupy.

Thursday, July 14 -- 6 p.m. Nominating speeches for Vice President; balloting.

Friday, July 15 -- 9 p.m. Acceptance speeches by the Presidential and Vice Presidential nominees; entertainment.

(more)

3 - Conventions Schedule

The tentative starting times of the television coverage of the Republican convention sessions are (all times EDT):

Monday, July 25 -- 11 a.m. Organizational meeting and platform presentation.

Monday, July 25 -- 8:30 p.m. Keynote address by Representative Walter H. Judd of Minnesota, and other speeches.

Tuesday, July 26 -- 8:30 p.m. Reports by Credentials, Rules and Permanent Organization Committees; address by President Eisenhower.

Wednesday, July 27 -- 8:30 p.m. Adoption of platform; nominating speeches for President; voting for Presidential nominee.

Thursday, July 28 -- 8:30 p.m. Nominating speeches for Vice President; voting for Vice Presidential nominee; acceptance speeches by Presidential and Vice Presidential nominees.

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NBC-New York, 6/22/60



June 22, 1960

SECOND ALL-STAR BASEBALL GAME OF 1960 WILL BE AN NBC COLORCAST

- - -

Contests of July 11 and 13 Scheduled on NBC-TV and Radio Networks

The second All-Star Baseball Game of 1960 at Yankee Stadium in New York Wednesday, July 13 will be colorcast by the NBC Television Network. This will mark the first time an All-Star Game is presented in color.

As previously announced, NBC will provide television and radio coverage of both 1960 games.

The first game between all-star teams from the American and National Leagues will be played Monday, July 11 at Municipal Stadium in Kansas City, Mo. TV and radio time will be 2:45 p.m. EDT. Air time for the New York contest two days later will be 12:45 p.m. EDT.

NBC-TV and NBC Radio also covered both All-Star Games last year, when a second game was played for the first time. NBC-TV has televised baseball's annual mid-season classic every year since 1950.

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NBC OPERA COMPANY'S PRODUCTION OF "DON GIOVANNI"
SHOWN IN 9 COUNTRIES SINCE TELECAST ON NBC-TV

The NBC Opera Company's production of Mozart's "Don Giovanni," first telecast live April 10, 1960 on the NBC-TV Network, has been shown since then in nine other countries. Louis B. Ames, administrator of the NBC Opera Company, said the kinescope was seen in Sweden, Denmark, The Netherlands, Belgium, Austria, Switzerland, Finland, West Germany and Australia. Other countries may see it later.

The NBC-TV telecast had an estimated audience of 10,000,000 and the largest mail response for any single opera in the 11-year history of the opera company.

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EVEN WOMEN AND CHILDREN WHO LOOK LIKE BILL CULLEN
CAN ENTER CONTEST LINKED WITH 'THE PRICE IS RIGHT'

Women and children -- not just men (as announced earlier) -- may enter the Bill Cullen Look-Alike Contest now under way at NBC-TV Network affiliates. Anyone who thinks he -- or she -- looks like the bespectacled, crew-cut star of "The Price Is Right" colorcasts (Monday through Friday at 11 a.m. EDT, and Wednesday evening at 8:30 p.m. EDT) should send picture, name, age, occupation and address to the contest care of the participating local station. Entries must be received by July 11. The winner will appear on "The Price Is Right" nighttime colorcast Wednesday, July 20, and will receive a pair of round-trip plane tickets to Paris.

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NBC-New York, 6/22/60



June 22, 1960

U.S. CONVENTION FANFARE AMAZES EUROPEANS, EDWIN NEWMAN REPORTS

Edwin Newman was serving as NBC News correspondent in London in 1956 when he was assigned to ask some of the students at Eton for their views on the U. S. political conventions.

The attitude of the schoolboys was a kind of amused tolerance, Newman recalls. One of the youngsters summed up the general feeling: "All those parades and brass bands and campaign buttons -- I mean to say, it's all rather childish, don't you think?"

Newman, who will cover this year's conventions for his Sunday evening "Edwin Newman Reporting" on the NBC-TV Network, has learned during a decade of overseas reporting that the young Etonian's opinion is shared by a good many Europeans.

"The U. S. is often regarded as a child -- a great big lovable, difficult child," Newman says. "And the European's impression of America is confirmed by much of what he reads in his newspaper and sees on television during the U. S. political conventions.

"European reporters look on the conventions as great copy -- like nothing they can find at home. They give the sessions some serious coverage, but they hit hardest on the placards, the pretty girls, the political wheeling and dealing.

"They like to discuss the 'smoke-filled rooms' and the 'spontaneous' demonstrations that are anything but spontaneous. The
(more)

French are fascinated by the slogans -- can you imagine a Frenchman wearing a button reading something like 'All for De Gaulle'?"

Newman says that the more serious European reporters criticize the American system on the grounds that it puts too much of a premium on money and organization, thus limiting the choice of candidates. He points out that British candidates, whose spending is limited to a cent or two per constituent, are amazed at the sums that are poured into American campaigns.

In Los Angeles and Chicago this Summer, Newman will cover the convention halls, headquarters, hotels and other spots where he may find political news being made. It will be a far wider view than he had of the conventions in 1948 when, before joining NBC News, he helped a Senator prepare broadcasts for his home state.

"The only space we could find to use for a studio," Newman recalls, "was an unused men's washroom."

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PRE-CONVENTION QUOTE

"...What Lyndon Johnson has said is that he won't ever be President, because no one from Texas will ever get the Democratic nomination. This appraisal by Johnson of his own chances is all the more remarkable because it is one of the few times Texas citizenship has been regarded as a handicap, rather than the greatest blessing that could befall a mortal."

---Bob McCormick, NBC News Commentator

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NBC-New York, 6/22/60

JACK TRACY
ROOM 320

2-X-H

NBC COLOR TELEVISION NEWS



CHRYSLER CORPORATION AGAIN WILL PRESENT FRED ASTAIRE
IN ALL-NEW MUSICAL SHOW TO BE COLORCAST
IN FALL ON NBC-TV NETWORK

FOR RELEASE MONDAY A.M., JUNE 27

Chrysler Corporation again will present Fred Astaire in an all-new musical colorcast on the NBC-TV Network in the 1960-61 season, it was announced today by David Levy, Vice President, Programs and Talent, NBC Television Network.

Astaire, whose first two programs -- "An Evening with Fred Astaire" and "Another Evening with Fred Astaire" -- won 26 different awards, will star again in a full-hour presentation to be telecast in the Fall. The title and cast of the new show will be announced later.

"An Evening with Fred Astaire," presented during the 1958-59 season, was the year's most honored TV program, winning virtually every type of award including nine Emmys. "Another Evening with Fred Astaire," which was colorcast last Nov. 4, received additional awards for the season just ended.

The Chrysler purchase was made through the Leo Burnett Company, Inc., advertising agency for Chrysler Corporation.

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NBC-New York, 6/24/60

JEANNE BAL TO BE HOSTESS OF 'NBC PLAYHOUSE'

Jeanne Bal has been signed as hostess of "NBC Playhouse," half-hour drama series to alternate on Tuesday nights (8:30-9 p.m. EDT) with "Gas Company Playhouse" on the NBC-TV Network.

Miss Bal was seen most recently on NBC-TV as co-star of "Love and Marriage." As previously announced, Julia Meade will be hostess of "Gas Company Playhouse." "NBC Playhouse" begins Tuesday, June 28 with John Ericson starring in "The Grenade." "Gas Company Playhouse" starts Tuesday, July 5 with "Three Dark Years," starring Barbara Stanwyck. Filmed dramas on both programs will be selected from the best of NBC-TV anthology series.

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NBC-New York, 6/24/60



June 24, 1960

NBC-TV NETWORK COLORCAST SCHEDULE

For Week of July 3-9 (All Times EDT)

Sunday, July 3

5-5:30 p.m. -- "Summer Incident" -- A semi-documentary account of the role played by the Sixth Fleet during the Lebanon incident in the Summer of 1958.

8-9 p.m. -- "Music on Ice" presents "All-American Jubilee," with Johnny Desmond as host. Guests are the Skip-Jacks (vocal group), skater Manuel del Toro, comedy dance team Helene and Howard, fancy skater Norman Crider, singer Judy Lynn and Baptist Schreiber and Co. (a trained chimp act).

9-10 p.m. -- "The Chevy Mystery Show" presents "Murder Me Nicely" starring Everett Sloane. Walter Slezak is series host.

Monday through Friday, July 4-9

11-11:30 a.m. -- "The Price Is Right" -- Bill Cullen is emcee.

12:30-1 p.m. -- "It Could Be You" -- Bill Leyden is emcee.

Monday, July 4

10-11 p.m. -- "One Loud, Clear Voice," an original drama by Roger Hirson starring Larry Blyden, Mary Fickett, Wendell Corey, Jack Klugman, Frank Conroy and Joseph Sweeney. (Repeat)

Tuesday, July 5

9:30-10 p.m. -- "The Arthur Murray Party." Tonight's guests are Marie Wilson, Jeannie Carson and Robert Q. Lewis. (Repeat)

(more)

2 - NBC-TV Network Colorcast Schedule

Wednesday, July 6

8:30-9 p.m. -- "The Price Is Right" -- Bill Cullen is emcee.

Friday, July 8

9:30-10 p.m. -- "Masquerade Party" -- Bert Parks is host.

10-11 p.m. -- "Moment of Fear" presents "Conjure Wife," a suspense story by Fritz Leiber adapted by Ernest Kinoy.

Saturday, July 9

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

7:30-8:30 p.m. -- "Bonanza" -- tonight, "The Outcast." (Repeat)

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NBC-New York, 6/24/60



June 24, 1960

CONVENTION EVENTS WILL UNFOLD ON TV AS "A UNIFIED STORY"
(RATHER THAN "WITH SHOTGUN EFFECT") THROUGH USE
OF NBC'S ELECTRONIC EDITING SYSTEM

NBC's new electronic editing system was developed to provide the speed and flexibility needed for television coverage of the national political conventions, where the action can change second-by-second with tremendous political importance.

William R. McAndrew, Vice President, NBC News, said this streamlined engineering setup -- exclusively NBC's -- will be able to deliver pictures and sound from 32 cameras in less than a minute, ready for on-the-air presentation.

Through the new system, he said, convention events can be depicted as "a unified story, rather than with a shotgun effect."

The heart of the operation will be the Preset Control Room where a single news editor, by watching only four TV monitors, can view the entire output of the NBC cameras and can select the next sequence to be telecast solely on the basis of its news value. The editor need have no concern for the technical problems of coverage. His decision, once made, is effected by the Preset director at push-button speed.

(more)

Mr. McAndrew said pictures, sound and the necessary communications for tying these together are transferred "like a gift-wrapped package" from the Preset Control Room to the on-the-air director, who then decides when to make the actual transition of the material to the air.

"At the 1956 conventions, our news editors and the on-the-air director had to scan 28 separate monitors to select the next sequence for airing," Mr. McAndrew said. "This unwieldy battery of monitors covered a span of about 25 feet, so the men involved had to keep jumping up from their seats and walking up and down in front of them.

"There was no way of knowing where a particular sequence would be coming in on the monitors. Often three or four related pictures would appear on widely separated screens. Valuable time was lost in looking for a certain shot, and sometimes the director would have to pick the next spot at random because he couldn't wait."

The concept of the electronic editing system was created by NBC News director Jack Sughrue and executed by NBC-TV Technical Operations, which not only met the exacting requirements but added refinements.

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NBC-New York, 6/24/60



June 24, 1960

GETTING HUMAN INTEREST AND DRAMATIC SIDELIGHTS OF CONVENTIONS
WILL BE JOB OF TV 'POOL' DIRECTOR ROBERT C. DOYLE

Robert C. Doyle, former NBC News staffer who will direct the "pool" coverage of the political conventions in July, will be on the lookout for the sidelights that add human interest and drama to the TV report of the proceedings.

"It might be an elderly delegate in an old-fashioned high collar, nodding and dozing in his chair," Doyle says. "Or a top politician making one last desperate round of the key delegations in the hope of picking up more votes.

Doyle adds, however, that his main job as he directs his six cameras on the floor of the conventions will be to tell the story of who is nominated and how -- to tell it so clearly that viewers at home will feel that they are watching from inside the convention halls.

"At first glance, the conventions might look confused and disordered," Doyle says. "Actually they make for great theatre. They have a beginning, a middle and an end. They have conflict, characterization and a climax. In fact, they have all the ingredients for a good TV dramatic show."

Doyle's pool coverage will be provided to all three networks. To it, the network news staffs will add their own coverage, from

(more)

portable cameras covering the delegations, from mobile cameras around the periphery of the convention floor, and from others set up in hotel headquarters and elsewhere in the convention cities.

Doyle is well qualified for his unique job, having directed the pool at the Democratic and Republican conventions in 1952 and again in 1956. In 1948, when there was no pool, he worked on the ABC coverage of the conventions in Philadelphia.

He started his career as a page for NBC soon after he had received his discharge from the Navy in 1945. He was later named assistant director, then a director, for NBC News in Washington, working on news and panel shows, and coverage of congressional hearings and Presidential inaugurations.

Last year he moved to Salisbury, Maryland, to become President and General Manager of Radio Station WICO.

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NBC-New York, 6/24/60

NBC COLOR TELEVISION NEWS



June 24, 1960

CREDITS FOR 'MOMENT OF FEAR,' FULL-HOUR LIVE COLORCAST DRAMA SERIES,
STARTING ON THE NBC-TV NETWORK FRIDAY, JULY 1 (10-11 P.M. EDT)

PREMIERE DATE:	<u>Friday, July 1</u> (continuing weekly)
FORMAT:	Full-hour live, color suspense dramas
PRODUCER:	Robert Stevens
DIRECTORS:	Various
ASSOCIATE PRODUCERS:	Therese Lewis and Lennie Horn
ASSISTANT TO PRODUCER:	Phillip Adams
SET DESIGN:	Warren Clymer
COSTUMES:	John Boxer
UNIT MANAGER:	Sig Bajak
POINT OF ORIGINATION:	NBC-TV Color Studios, Brooklyn, N. Y.
SPONSOR:	Lever Brothers
AGENCY:	Sullivan, Stauffer, Colwell & Bayles, Inc.
NBC PRESS REPRESENTATIVES:	Betty Lanigan (N. Y.), Doug Duitsman (Hyd.)

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CAST AND CREDITS FOR PREMIERE SHOW OF 'MOMENT OF FEAR'

TITLE: "The Golden Deed"
WRITER: Mel Goldberg; teleplay is based on a
novel by Andrew Garve
DIRECTOR: George Keathley
STARS: Macdonald Carey, Nina Foch and Robert
Redford

CAST OF CHARACTERS

JIM MELLANBY.....MACDONALD CAREY
SALLY MELLANBY.....NINA FOCH
FRANK BURTON.....ROBERT REDFORD
TONY MELLANBY.....Peter Lazer
GEORGE SHERSTON.....Herbert Voland
KIRA.....Nancy McCarthy
EVE.....Virginia Leith
CHARLES FAULKNER.....Ian Wolfe

STORYLINE: A passing stranger (Frank Burton) rescues
a young boy (Tony) from drowning and
later accepts expressions of gratitude
from the boy's parents (Jim and Sally
Mellanby), including housing and money.
Having established himself in their
home, he reveals his true, unsavory
character -- fully realized when his
benefactor finds himself an accomplice
to a murder.

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NBC-New York, 6/24/60

REPORT SHOWS NBC RADIO ADVERTISERS ARE REACHING LARGER
AUDIENCE THAN ADVERTISERS ON ANY OTHER NETWORK

FOR RELEASE MONDAY A.M., JUNE 27

Almost simultaneous with last week's announcement that the NBC Radio Network is operating at a profit for the first time in eight years is the NBC statement this week that advertisers on NBC Radio are reaching a larger audience than advertisers on any other network.

The A. C. Nielsen report for the four-week period ending May 8 shows that the 12 top advertisers in terms of largest audience reached are on NBC Radio. The clean sweep by sponsors of segments on NBC is based on unduplicated homes reached per week. Out of the top 15 network sponsors reaching the largest number of homes, 13 are on NBC Radio.

The fact that the NBC advertiser audience is at its highest peak in 1960 is still further proof to NBC Radio executives that the new programming plan and improved station clearances are paying off.

Pepsi Cola, one of NBC's advertisers, leads the Nielsen listing with 9,337,000 unduplicated homes reached via NBC Radio within a single week.

The ratings on all NBC programs have zoomed up in terms of audience delivery. "Monitor," NBC's weekend service, shows an audience jump of 67 per cent in May over January; the "News-on-the-Hour" audience is up 40 per cent for the same period, and "Emphasis" shows a 20 per cent boost.

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June 27, 1960

USE OF VIDEO TAPE TO SPEED NBC COVERAGE OF CONVENTIONS

NBC's use of video tape at the Democratic and Republican conventions next month will replace 80 to 90 per cent of the film coverage of the 1956 conventions, William R. McAndrew, Vice President, NBC News, said today.

"Video tape will backstop our live operation, making it possible for us to cover several events at the same time and to present them in rapid order," he said. "We won't have to pass up an important story just because something equally significant is happening at that moment. The big advantage of tape over film in news coverage, of course, is that taped programming can be put on the air much faster, so that none of its timeliness is lost."

NBC's video tape facilities will be on a constant standby basis throughout both conventions. The headquarters hotel as well as the convention hall in each city will have these facilities, and NBC's mobile tape truck will cover spot news wherever microwave transmissions are difficult to install.

Tape reels at the Democratic convention in Los Angeles will be sped by motorcycle or taxi to NBC's Burbank studios for playback. At the Republican convention in Chicago, the reels will be rushed to the NBC studios in the Merchandise Mart.

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June 27, 1960

FLORIDA'S GOVERNOR COLLINS, PERMANENT CHAIRMAN
OF DEMOCRATIC CONVENTION, TO "MEET THE PRESS"

Governor LeRoy Collins of Florida, who will be permanent chairman of the Democratic Convention, will be the guest on "Meet the Press" Sunday, July 3 (NBC-TV Network, 6 p.m. EDT; NBC Radio Network, except WNBC, as part of "Monitor," 6:30 p.m. EDT. WNBC time, 6:35 p.m. EDT).

Governor Collins, who has been mentioned frequently as a possible Democratic Vice Presidential nominee, will be interviewed by Richard Wilson of Cowles Publications, Frank van der Linden of the Nashville Banner, Sander Vanocur of NBC News and Lawrence E. Spivak, producer and permanent panelist of "Meet the Press."

The program, a Public Affairs presentation of NBC News, will be telecast live from Los Angeles, where the Democratic Convention will open on July 11. Ned Brooks will moderate the program.

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June 28, 1960

PUREX WILL SPONSOR 'PROJECT 20' PRODUCTION
OF 'THOSE RAGTIME YEARS' ON NBC-TV NETWORK

A dramatic and musical portrayal of the ragtime craze which revolutionized American popular music and paved the way for jazz will be produced by "Project 20" for presentation on the NBC-TV Network in early Fall, with noted songwriter Hoagy Carmichael starring as narrator and performer.

Donald B. Hyatt, NBC Director of Special Projects who will be executive producer of the full-hour program, said it will be videotaped in August for telecast in October under sponsorship of the Purex Company. The title will be "Those Ragtime Years."

In a departure from earlier "Project 20" formats, the new program will be predominantly "live-on-tape," Hyatt said, though it also will feature historical film and still-photographs-in-action which have been the hallmark of the unit's previous work. Hyatt has engaged William Nichols, who was for seven years 'the idea man for "Your Hit Parade,"' to produce and write "Those Ragtime Years." Robert Russell Bennett, music director of "Project 20" and a leading figure in American music today, will arrange and conduct the score. William Graham will direct the program.

As outlined by Hyatt, the program will "chronicle in song and story the rise of an exuberant, uniquely American kind of music."

"For about 20 years -- from 1896 up to the time when we went into the First World War -- ragtime music was like a continuous

(more)

soundtrack under American life," Hyatt said. "Today, it remains a dramatic and entertaining reflection of a young spirited America. It is certainly part of our cultural heritage and it has a special importance as forerunner of the jazz which today is one of the nation's prime cultural exports. It is a rich and exciting musical area which has been virtually untouched in television."

One of the central figures in the authentic drama of ragtime will be Scott Joplin, the pianist-composer who first put its syncopated melodies down on paper and has since been acknowledged as its foremost composer.

Prominent as performers in "Those Ragtime Years" will be singing stars, folk singers, a classic ragtime-style band, a brass band, a vocal quartet, as well as dance stylists who will do the cakewalk and other steps of ragtime's heyday.

Ragtime songs that were once performed from one end of the country to the other -- some of them well-remembered (like "Maple Leaf Rag"), others long-forgotten (like "I Wish I Could Shimmy like My Sister Kate") -- will be featured as well as early Irving Berlin songs and Tin Pan Alley adaptations of the ragtime style. There also will be an exploration of minstrel songs, cakewalks, marches, quadrilles, and plantation songs from which ragtime developed.

Hoagy Carmichael, who will sing and play the piano in "Those Ragtime Years" as well as serve as narrator, is a co-star of "Laramie" on NBC Television. He has been prominent in many Hollywood films as actor, singer, and composer. Among the songs that have spread his fame as a composer are "Stardust," "Old Rockin' Chair," "Georgia on My Mind" and "Old Buttermilk Sky."

The program will be video-taped Aug. 6 and 7 in NBC's New York Studios.

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NBC-New York, 6/28/60

June 28, 1960

UNION CARBIDE CONSUMER PRODUCTS COMPANY PURCHASES SPONSORSHIP
IN NBC-TV NETWORK'S "DAN RAVEN" AND "LARAMIE" SERIES

Union Carbide Consumer Products Company, division of Union Carbide Corp., has purchased sponsorship in two NBC-TV programs for the 1960-61 season -- "Dan Raven" and "Laramie"-- for Prestone and Eveready products, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

"Dan Raven," new full-hour mystery series, will begin in the Fall and will be telecast Fridays (7:30 to 8:30 p.m. NYT). Produced by Screen Gems in association with NBC-TV, the series will star Skip Homeier.

"Laramie," which will begin its second season on NBC-TV in the Fall, is a full-hour adventure-drama series starring Robert Fuller, John Smith, Hoagy Carmichael and Robert Crawford Jr. It will continue to be telecast Tuesdays (7:30-8:30 p.m. NYT).

The purchase was placed through the William Esty Company.

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June 28, 1960

'Conventions 1960: The Democrats'

SENATORS KENNEDY, JOHNSON AND SYMINGTON WILL BE INTERVIEWED
IN SPECIAL PRE-CONVENTION PROGRAM ON NBC-TV NETWORK

Adlai Stevenson Also Invited to Participate

Three contenders for the Democratic Presidential nomination -- Senators John F. Kennedy, Lyndon B. Johnson and Stuart Symington -- will be interviewed on a special pre-convention program to be telecast from Los Angeles Saturday, July 9 on the NBC-TV Network (9:30-10:30 p.m. EDT).

Chet Hagan, producer of "Conventions 1960: The Democrats," said that an invitation has also been extended to Adlai Stevenson, who is expected to appear on the program for an interview if he arrives in Los Angeles by July 9.

The interviews will be telecast live from the Democratic headquarters hotel two days before the convention opens in the Los Angeles Sports Arena. The program will feature Chet Huntley, David Brinkley and many of the other NBC News correspondents assigned to the convention. It will show how Los Angeles is preparing for the event, how the proceedings will be covered by television and how each of the possible nominees is likely to fare in the balloting.

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ALBERT WASSERMAN, WINNER OF MANY DISTINGUISHED TV AWARDS, JOINS
CREATIVE PROJECTS, NBC NEWS, AS PRODUCER-WRITER-DIRECTOR

- - -
Richard Kellerman Is Appointed Coordinator of
Community Relations for "America's Future"

Albert Wasserman, who has won many of television's most distinguished awards, has joined Creative Projects, NBC News, as producer-writer-director, it was announced today by William R. McAndrew, Vice President, NBC News.

Wasserman's first assignment will be the recently announced full-hour, prime-time actuality reports created and developed by Irving Gitlin, Executive Producer, Creative Projects, for presentation on the NBC-TV Network next season. These special programs will probe the issues which affect or threaten the survival of the United States in the free world.

Mr. McAndrew also announced the appointment of Richard Kellerman as Coordinator of Community Relations for "America's Future," a second public affairs series created by Mr. Gitlin. Kellerman will organize community meetings around the country to discuss the vital issues to be debated on these programs by outstanding leaders in public life.

Wasserman comes to NBC from CBS News, which he joined in 1953. From then to 1955 he was writer and director for "The Search." In 1956 he produced, wrote and directed "Out of Darkness," a pioneering program on mental health, which won the Sylvania, Lasker, Flaherty and other awards.

He wrote, produced and directed several programs for "The 20th Century" series, including "Brainwashing," "Enter with Caution: The Atomic Age," and "The Addicted," a two-part program on narcotics

(more)

addiction which won the Lasker Award. In 1959 he produced and directed "Hoffa and the Teamsters," which won the Flaherty Award and an Ohio State Award. His most recent program was "Biography of a Cancer," which he wrote, produced and directed for "CBS Reports."

Before joining CBS, Wasserman was a documentary film writer from 1946 to 1953. His film "First Steps," written in 1947 for the United Nations, won an Academy Award and the Edinburgh Festival Prize.

Wasserman was born in New York and now lives in Westchester. He is married to the former Della Newmark and has two children.

Richard Kellerman, a former staff member of the New York Daily News, joined CBS News in 1956 as out-of-town promotion director for the "Campaign Cavalcade." He later became supervisor for Information Services, CBS News, and most recently has been working on the staff of "WCBS Views the Press."

Kellerman attended Columbia University and served in the U. S. Marine Corps in World War II. He is married to the former Regina M. Kohrman. They live in New York.

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NBC-New York, 6/28/60

BEN GRAUER HONORED FOR AIDING MUSCULAR DYSTROPHY ASSOCIATIONS

NBC commentator Ben Grauer was honored today with a Special Merit Award by the Muscular Dystrophy Associations of America for his outstanding efforts in aiding their work at the 10th anniversary luncheon in the Biltmore Hotel, New York.

Several years ago Grauer interviewed Dr. Melville H. Manson, then medical director of MDAA, and the transcribed program was used extensively by stations throughout the country. Mr. Grauer subsequently "voiced" a radio-TV film presentation for the MDAA Chapter of Conference and, more recently, he narrated TV spot announcements about the MDAA-sponsored Institute for Muscle Disease.

William Mazer, president of MDAA, presented the citation to Grauer. It stated: "Muscular Dystrophy Associations of America, Inc. Special Merit Award presented to Ben Grauer with gratitude for your staunch and devoted participation in the fight against muscular dystrophy."

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NBC-New York, 6/28/60



June 29, 1960

'CONVENTION PREVIEW'

4 Special NBC News Telecasts to Cover Political Activity
In Los Angeles Before Democratic Convention Starts

Four special NBC News programs covering the political activity in Los Angeles before the Democratic national convention opens will be presented on the NBC-TV Network. Titled "Convention Preview," the programs will be telecast as follows:

Tuesday, July 5, 4:30-5 p.m. EDT (pre-empting "Adventure Time").

Wednesday, July 6, 4:30-5 p.m. EDT (pre-empting "Adventure Time").

Thursday, July 7, 7:30-8 p.m. EDT (pre-empting "Law of the Plainsman").

Friday, July 8, 9-9:30 p.m. EDT (pre-empting "Play Your Hunch").

The four programs will be presented in addition to a special full-hour telecast Saturday, July 9 (9:30-10:30 p.m. EDT) which, as previously announced, will include interviews with Senators John F. Kennedy, Lyndon B. Johnson and Stuart Symington, contenders for the Democratic Presidential nomination.

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2 - 'Convention Preview'

The "Convention Preview" programs will cover the highlights of the testimony given before the Platform and Credentials Committees and will provide an advance look at the headquarters hotel. They will also show the candidates' headquarters, the arrival of delegates and the preparations around Los Angeles for the city's first national political conventions.

Reports by Chet Huntley, David Brinkley, Frank McGee, Edwin Newman, Bill Henry and others among the 35-man staff of NBC News correspondents being assigned to the convention will be included in the programs. They will be produced by Chet Hagan.

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NBC-New York, 6/29/60

CAST AND CREDITS FOR 'WRANGLER,' WESTERN ADVENTURE
SERIES THURSDAYS ON NBC-TV NETWORK

TIME: "Wrangler" on NBC-TV Network Thursdays,
(9:30 p.m. EDT, in black and white only)

PREMIERE: Thursday, July 7, 1960

STARRING: Jason Evers as Pitcairn

FORMAT: Western-adventure series centering around
Pitcairn, an alert, intelligent wanderer
who encounters exciting adventures.

PRODUCED BY: Paul Harrison

EXECUTIVE PRODUCER: Charles Irving

DIRECTOR: David Rich

WRITTEN BY: Gene Roddenberry

SCRIPT SUPERVISOR: Larry Menkin

ART DIRECTOR: Bob Dahlquist

TITLE BACKGROUNDS: From the paintings of Fried Pal

VIDEO TAPE BY: Paramount Television Productions

PRODUCTION BY: A Hollis Production

SPONSORED BY: The Ford Division of the Ford Motor Company

AGENCY: J. Walter Thompson

ORIGINATION: Paramount Television Productions facilities

NBC PRESS REPRESENTATIVES: Jane Westover (Hollywood), Leonard Meyers
(New York)

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(JULY 7) PREMIERE EPISODE, "THE AFFAIR WITH BROWNING'S WOMAN"

Pitcairn (Jason Evers) rescues attractive Eve Browning (Julie Adams) from unwelcome attentions and remains at her isolated mountain cabin to protect her. Unexpectedly, he is confronted by her husband, who has just escaped from prison.

THE CAST

Jason Evers.....as Pitcairn
Julie Adams.....as Eve Browning
William Redfield.....as Clint Browning
Michael Burns.....as Clary Browning
Richard Cowl.....as Vince Carter

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NBC-New York, 6/29/60

THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N.Y.

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June 30, 1960

'THE GREAT DEBATE,' SPECIAL NBC-TV AND RADIO SERIES PRESENTING
PRESIDENTIAL AND VICE PRESIDENTIAL CANDIDATES OF MAJOR
PARTIES, IS PLEDGED BY ROBERT W. SARNOFF IF
CONGRESS PASSES ENABLING LEGISLATION

Robert W. Sarnoff, Chairman of the Board of the National Broadcasting Company, yesterday (June 29) pledged the NBC Television and Radio Networks to present the Democratic and Republican Presidential and Vice Presidential candidates in a special series called "The Great Debate" if Congress completes passage of enabling legislation.

Against an approaching deadline of Congressional adjournment, Mr. Sarnoff sent a wire to Speaker Sam Rayburn urging him to seek House approval of the Senate resolution lifting restrictions on presentation of the major Presidential candidates in 1960.

"This resolution," said Mr. Sarnoff, "would enable NBC to put into motion plans to produce 'The Great Debate,' an unprecedented series of television and radio programs, that would bring the American people a full insight into the men and issues of the momentous Presidential campaign ahead.

"As you know, I announced last April 21 that NBC would seek to present the major Presidential candidates side by side in hour-long sessions of 'Meet the Press' beginning eight weeks before Election Day. This project was designed to take advantage of last year's amendment of Section 315 of the Communications Act lifting the 'equal-time' penalty from presentation of political candidates on regularly scheduled

(more)

news interview programs. It represents the most that any broadcaster can do under existing law to present the major Presidential nominees without incurring the onerous penalty of giving equal time to a dozen or more minor and splinter-party candidates.

"But the Resolution now passed by the Senate and awaiting action by the House would greatly expand our opportunity to apply our journalistic initiative and the special capacity of broadcasting toward presenting the candidates in ways calculated to stimulate the greatest interest and understanding.

"It would enable us for the first time in history to present the two major candidates in joint discussion of the great issues of our time before an audience consisting of virtually the entire American electorate.

"So that you may inform the members of the House of NBC's intentions in connection with House consideration of the pending Resolution, this is to let you know that we plan to present 'The Great Debate' in eight weekly full hours of prime evening time.

"Four of those hours will be devoted to discussion between the candidates -- speaking on issues and according to ground rules to be determined in advance in consultation with the candidates themselves. Since the candidates' busy campaign schedules will undoubtedly place them in widely separated parts of the country during this period, we are prepared to employ the flexibility of broadcasting facilities to the utmost to present them together in the American living room at any time.

(more)

3 - Robert W. Sarnoff

"In the other four hours, it is our plan to invite the candidates to develop their positions on the issues on the basis of questions by a panel of outstanding American journalists in the format made famous by 'Meet the Press.' We believe that this technique will provide the public with a highly informative opportunity to obtain the views of the candidates in response to well-informed questioning.

"These are our plans. It is also our pledged intention, however, to remain open to constructive suggestions by the candidates themselves as to how the facilities of our networks can be used effectively for the appearance of the candidates in sober, illuminating discussion of our nation's needs and problems in this crucial period of our history."

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NBC-New York, 6/30/60

NBC TELEVISION NETWORK NEWS

June 30, 1960

'OUR AMERICAN HERITAGE' RENEWED FOR 1960-61

Equitable Life Assurance Society Again to Sponsor Award-Winning Series on NBC-TV Network; 3 Full-Hour And 4 Half-Hour Programs Planned

The award-winning "Our American Heritage" series has been renewed by the Equitable Life Assurance Society of the United States for the 1960-61 season on NBC-TV, it was announced jointly today by Don Durgin, Vice President, NBC Television Network Sales, and James F. Oates, president of Equitable.

Mr. Oates said that next season's series will consist of three full-hour programs and four half-hour programs based on figures and events of American history. They will be produced again by Mildred Freed Alberg for Milberg Enterprises, Inc., in collaboration with the editors of American Heritage, the distinguished magazine of history.

The first show will be televised Friday, Oct. 21, from 7:30 to 8:30 p.m. EDT. A second full-hour show will be televised in early December and the third in January. These will be followed by four half-hour programs in the Spring of 1961, said Oates. The inclusion of half-hour programs in the 1960-61 season, according to Oates, is the result of Equitable's desire to experiment with greater program frequency.

In discussing program plans for the coming season, Mrs. Alberg said, "We are delighted to be entering our second year of 'Our American Heritage' with a loyal sponsor and a loyal audience who both share our enthusiasm for live, exciting television based on great moments in

(more)

2 - 'Our American Heritage'

America's past. With their encouragement, we are hard at work to use our experiences of last year to re-create more dramatic and exciting 'moments of decision' for the coming year. We are exploring the life of Theodore Roosevelt and the last years of Alexander Hamilton for possible one-hour presentations. Top writers and stars have informed us that they would like to participate in our series this year. We are confident that the many viewers who wrote in after each of our programs last year are part of a growing audience who, as we, are moved by our American heritage."

"Equitable is proud to be able to continue its efforts to stir the mind and re-awaken the sense of pride in our country's heritage through the medium of television," Mr. Oates said. "Letters from parents and students, government leaders, from educational and civic groups, and the awards our series won in the first year, indicated that we had achieved our objective.

"Sponsors who watch only the ratings of their shows may find it rather disconcerting at times," he continued. "With the public demand for quality programming in television, we cannot afford to be impressed by ratings alone. We calculate our rewards not just in terms of how many people watch the program, but in terms of the growing number of viewers who like what we are doing and write to us of their gratitude and constant support."

(more)

3 - 'Our American Heritage'

"Our American Heritage" last season won the Thomas Alva Edison Foundation Award as the Television Program Best Portraying America and the Radio-TV Daily Award for the Documentary of the Year, and the National Association for Better Radio and Television voted it the Outstanding Educational Television Program for the season. Arrangements have been made for special showings of certain of the Heritage series before an estimated half-million Americans in 700 schools, community associations and church groups over the next three years. Films made of this live and taped series have been presented to the Library of Congress.

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NBC-New York, 6/30/60

June 30, 1960

MALCOLM B. LAING WILL JOIN NBC IN JULY
AS REGIONAL MANAGER, STATION RELATIONS

Malcolm B. Laing will join the National Broadcasting Company on July 5 as Regional Manager, Station Relations, it was announced today by Thomas E. Knobbe, Vice President, Station Relations, NBC.

In his new post Mr. Laing will report to Donald J. Mercer, Director of Station Relations, and will serve as NBC liaison with affiliates of both the NBC Radio and Television Networks.

Mr. Laing has been with the American Broadcasting Company since 1951, beginning there as Manager, Television Station Clearance Department. More recently, he has been Regional Manager, Television Station Relations, at ABC.

After serving in the U. S. Navy from 1944-1946, Mr. Laing came to NBC, joining NBC-TV Network Sales, later moving to the Station Clearance Department.

A native of Chile, Mr. Laing came to the United States in 1940 to complete his schooling, and graduated from Taft School in Watertown, Conn., before attending Rensselaer Polytechnic Institute in Troy, N. Y.

Mr. and Mrs. Laing live in Greenwich, Conn. They have a daughter.

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NBC TELEVISION NETWORK NEWS

June 30, 1960

"Prospectivity"

SMALL-CAR DEALERS CALL TV "MOST EFFECTIVE" SALES MEDIUM,
NBC'S FIFTH ANNUAL AUTOMOTIVE SURVEY SHOWS

New Car Prospects Also Report TV Advertising
Stands Out Most Strongly in Their Minds

Declared prospects for new cars, as well as undeclared prospects (who account for half or more of all new car sales) spend more time watching television than they devote to magazines or newspapers combined.

Dealers say television is also playing the dominant role in the sale of the new compact cars, with as many small-car dealers choosing television as the "most effective" medium as name newspapers and magazines combined.

These highlights from "Prospectivity," NBC's fifth annual study of automobile shoppers, buyers and dealers, were announced today by Dr. Thomas E. Coffin, NBC Director of Research. He also listed the following key findings:

- (1) More declared prospects (those who definitely intend to buy a new 1960 car) and undeclared prospects report that television advertising stands out strongly in their minds than name newspaper or magazine advertising combined.

(more)

(2) 64 per cent of the compact car dealers choose television advertising as "most effective in selling the idea of the new small cars."

(3) Examining the impact and influence of television for specific advertisers on NBC, the survey showed that more viewers than non-viewers of the NBC auto-sponsored programs have shopped for the make advertised and, in general, viewers

...have a higher opinion of the advertised make

...are more aware of sponsor's slogans

...are more interested in sponsor's compact car

...are more likely to come to sponsor's showroom

...and more of them plan to buy the advertised make

(4) Multiple program sponsorship results in greatly-increased advertising impact, the survey shows. Compared to those who viewed none of the Ford NBC-TV series, $2\frac{1}{2}$ times as many people who viewed all three Ford programs rate Ford as "one of the best" cars, and more than twice as many say they will "most likely buy" Ford. In general, the findings show that more advertising goes hand in hand with

...more favorable opinions of the sponsor

...greater knowledge of advertised slogans

...more likelihood of shopping for the car advertised

...greater buying interest in the sponsor's car

...increased purchase potential for the advertiser

(5) Each of the NBC auto-sponsored color programs had a larger share of audience and a higher rating in color TV homes. Of the color homes with sets in use, 54 per cent were

(more)

tuned to the automotive-sponsored color telecast, while average share of audience in black-and-white homes for the same programs was 29 per cent. Ratings in color homes were almost double, 33 to 17.

(6) The color television set-owning home constitutes a select automotive market, owning more cars, buying more new cars, and having more recent-model cars than their neighbors. Color owners are also more TV-oriented. Among black-and-white set owners, television is mentioned approximately three times as often as magazines, as the medium which gives them the best idea of what the new cars are like and which presents cars in the most natural and lifelike manner. TV's advantage among color owners is five to one.

(7) After watching an NBC-TV auto-sponsored program carrying introductory advertising for the new 1960 models, viewers showed a 59 per cent gain in their knowledge of the features of the advertised make. Viewers' interest in the car rose 65 per cent after their exposure, moving from 36.4 per cent before the program to 60.2 per cent after. The proportion of viewers who said they liked the advertised car jumped 63 per cent.

Viewers were asked the question, "If you were going to buy a new car now, would you say you would probably consider Car E, you might consider it, or you probably would not consider it?" Fully a third more viewers reported they would probably consider buying the sponsored car after viewing the test program.

This series of studies at new-model announcement time included a total of 44 measures, covering the areas of awareness, knowledge and

(more)

4 - 'Prospectivity'

attitude for five makes of cars. In every instance, viewers of the TV program gained while non-viewers remained virtually unchanged. The average change among viewers (taken over all 44 measures studied) was a gain of 42 per cent, while the average change among those not exposed to these programs was less than 2 per cent.

The survey was conducted for NBC by R. H. Bruskin Associates, during February, 1960. It is based on a total of 13,047 interviews -- 662 with automobile dealers, 2,490 with shoppers in these dealers' showrooms, 5,876 with the general public, and 4,019 general public interviews (conducted by Trendex, Inc.) for the color phase of the study.

Interviews were distributed throughout 122 counties in 40 states, and covered 18 domestic automotive makes as well as imports. Detailed findings on individual makes are now being presented by NBC to automotive companies and their advertising agencies. The entire survey was under the supervision of Marvin W. Baiman, Manager of Research Projects, NBC.

Objectives of the survey were to determine the following:

- (1) New facts about the compacts,
- (2) Who are the new-car prospects?
- (3) How to influence the total car-buying public.

At no time during the course of the study was any connection with television or NBC indicated to either interviewers or respondents, and a number of methodological checks were employed to insure an unbiased study.

The following are important questions and detailed findings of the 1960 NBC Automotive Survey:

(more)

5 - 'Prospectivity'

(1) What kind of advertising has been most effective in selling the idea of the new small cars?

Dealers

Television	64%
Newspapers	41%
Magazines	24%

(2) On the average, about how much time do you usually spend each day watching TV, reading newspapers, reading magazines?

Declared Prospects Undeclared Prospects

Television	124 minutes	122 minutes
Newspapers	47 minutes	43 minutes
Magazines	33 minutes	30 minutes

(3) Which advertising stands out most strongly in your mind?

Shoppers

	<u>Declared Prospects</u>	<u>Undeclared Prospects</u>
Television	48%	52%
Magazines	26%	25%
Newspapers	20%	17%

General Public

	<u>Declared Prospects</u>	<u>Undeclared Prospects</u>
Television	59%	70%
Magazines	26%	19%
Newspapers	19%	11%

(4) Where do you get the best idea of what the new cars are really like...magazine ad or TV commercial?

(more)

	<u>Color Set Owners</u>	<u>Black & White Set Owners</u>
Television	68%	55%
Magazines	12%	18%

(5) Which advertising makes cars look more natural and lifelike...magazine ad or TV commercial?

	<u>Color Set Owners</u>	<u>Black & White Set Owners</u>
Television	69%	57%
Magazines	14%	22%

(6) Can you tell me which automobile company makes the "model Z"? (per cent correctly associating model with manufacturer)

	<u>Viewers</u>	<u>Non-viewers</u>
Before model introduction on NBC-TV	42.8%	31%
After model introduction on NBC-TV	55.9%	31.4%

(7) Based on what you've seen or heard, tell me some of the features of the new 1960 Car E. (per cent naming one or more Car E features)

	<u>Viewers</u>	<u>Non-viewers</u>
Before model introduction on NBC-TV	21.5%	16.9%
After model introduction on NBC-TV	34.2%	16.5%

(8) Have you recently seen or heard anything which made you any more interested in the new Car A? (per cent of viewers more interested in Car A)

	<u>Viewers</u>	<u>Non-viewers</u>
Before model introduction on NBC-TV	36.4%	27.3%
After model introduction on NBC-TV	60.2%	26.7%



June 30, 1960

ADLAI STEVENSON TO BE INTERVIEWED ON 'TODAY'

An interview with Adlai Stevenson will be telecast on NBC-TV's "Today" show Thursday, July 7 during the 7:30 to 8 a.m. EDT time segment of the program. A political profile of Stevenson's career will precede the interview.

The Stevenson interview marks the end of "Today's" pre-convention studies of the principal personalities announced as candidates, or mentioned, for the Presidential nomination. During the past three months the program has presented filmed profiles followed by live interviews with Vice President Richard M. Nixon, Senator John F. Kennedy (D.-Mass.), Senator Lyndon B. Johnson (D.-Tex.) and Senator Stuart Symington (D.-Mo.).

Stevenson will be in "Today's" Chicago studio and will be interviewed by Dave Garroway, who will be in New York. The interview will be taped Wednesday afternoon, July 6, for telecast Thursday, July 7.

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June 30, 1960

TIME CHANGE

NBC-TV TO START COVERAGE OF OPENING DEMOCRATIC
CONVENTION SESSION WITH SPECIAL PROGRAM

NBC News' coverage of the opening session of the 1960 Democratic convention Monday, July 11 will begin on the NBC-TV Network at 7:30 p.m. EDT instead of 8 p.m. as previously announced.

The convention will be called to order at 8 p.m. William R. McAndrew, Vice President, NBC News, said the television coverage from 7:30 to 8 p.m. will include an up-to-the-minute analysis of the strength of leading candidates for the Democratic Presidential nomination and interviews with key political figures entering the Los Angeles Sports Arena. The Emmy award-winning team of Chet Huntley and David Brinkley, "anchor men" for the television news operation, also will preview the events of the first session, and NBC cameras throughout the Sports Arena will show the setting in which these developments will occur.

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June 30, 1960

CONVENTION COVERAGE TO MARK NEW STAGE IN TV REPORTING

Advantages of NBC's New, Swift Electronic Editing System
Are Cited by William R. McAndrew; Staff
of 350 Assigned to Sessions

Coverage of the national political conventions in July will mark a new stage in the evolution of television news reporting, according to William R. McAndrew, Vice President, NBC News.

"Electronic journalism has reached the point where newsmen can forget about the electronics and concentrate on the journalism," Mr. McAndrew says. "We are interested in technical feats only insofar as they help us in the job of reporting the news."

In the past, the conventions have been an occasion for television to demonstrate four-way split screens and other electronic feats, Mr. McAndrew says. This year NBC's proudest technical development is one that makes the coverage less technical.

The new development is the system of electronic editing which NBC newsmen and engineers have been working on since the 1956 conventions. The system, which will be used for the first time at the 1960 conventions, will free the network's news editors from any concern with the complex mechanics of the coverage and permit them to devote their full attention to editorial decisions. Mr. McAndrew notes that the

(more)

2 - Convention Coverage

system resembles the operation of a newspaper, where the editorial function is separate from the mechanical.

Under the electronic editing setup, the pictures from NBC's 32 convention cameras will be channeled to a Preset Control Room, where a news editor will view the coverage on only four TV monitors and select the segments for telecast. The pictures are fed to the four monitors by a director experienced in news coverage. In less than a minute, he can deliver the pictures from all 32 cameras to the four monitors. The news editor can make his selections for telecast with a single word -- "Yes," "No," "Now," or "Later."

This will be a marked improvement over the system used four years ago, when the same editor had to screen a battery of 28 monitors, often rising from his desk for a better view of a distant screen. There were times when the editor became involved in setting up a remote pickup or other technical matters, just as there were times when technicians found it necessary to make quick editorial decisions.

The new system has other important elements. One of them is the new sync-signal phase-shifter which will permit the network to switch back and forth among as many remote locations outside the convention hall as desired, without causing roll-over on home television sets. Another is the audio preview which permits the editors to hear the sound from a camera location before putting it on the air.

The NBC News coverage at each of the conventions will be staffed by 350 news executives, editors, correspondents, engineers, technicians and cameramen. The team of 35 correspondents will be headed by the Emmy award-winning news team of Chet Huntley and David Brinkley as TV anchormen, and Morgan Beatty and Robert McCormick as radio anchor men. It will include Martin Agronsky, Arthur Barriault, (more)

3 - Convention Coverage

Frank Bourgholtzer, Leif Eid, Lee Hall, Richard Harkness, Joseph C. Harsch, Bill Henry, Herb Kaplow, Frank McGee, Merrill Mueller, Edwin Newman and Sander Vanocur.

The NBC-TV convention coverage will run to an estimated total of 70 hours or more and will include not only the direct telecasts of the sessions, but two full weeks of programming on "Today," six special pre-convention programs, and other coverage on "Meet the Press" and "Edwin Newman Reporting." NBC Radio will also cover the sessions in full, and will report them on a special broadcast and such regular programs as "News-on-the-Hour," "Three Star Extra" and "News of the World."

For the Democratic convention opening in Los Angeles on July 11, NBC will draw heavily on its West Coast facilities at Burbank and Hollywood. In addition, the network has sent a tractor-trailer load of 15 tons of cameras, lights, cables and other equipment from New York to Los Angeles.

For the Republican convention in Chicago, starting July 25, NBC will supplement its local facilities with two trailer loads of equipment totaling 30 tons to be sent from New York. Another seven tons will be shipped to Chicago from Los Angeles by chartered plane after the Democratic convention.

The facilities in use at each convention will include about five miles of camera cable, nearly 20 miles of wire for sound transmission, and camera lenses ranging in focal length from 28 millimeters to about 100 inches for the largest telephoto lens.

(more)

There will be three mobile units -- one for video tape, one for live television and the NBC Cadillac which will function as a miniature and mobile transmitting station that can follow motorcades or cover other outdoor events. The 32 NBC cameras include four ultra-portable units for the floor of the convention, four self-propelled camera units to operate around the periphery of the floor, and a high-reach camera to be stationed at the entrance of the arena.

* * *

HER HUNCH PAID OFF

Esther Van Wagoner Tufty, who will be covering the Michigan and Wisconsin delegations at the Democratic convention for NBC News, hopes that feminine intuition plus news sense will work as well for her this year as it did at the 1952 Republican convention. Mrs. Tufty kept an NBC camera tied up for six hours in 1952, waiting for the Michigan delegates to caucus. She had a hunch the delegation would desert Taft in favor of Eisenhower. It did. That early morning news break was the decisive turning point in the fight for the nomination.

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NBC-New York, 6/30/60



June 30, 1960

SPECIAL NBC NEWS PROGRAMS ON EVES OF BOTH CONVENTIONS
TO BE BROADCAST BY NBC RADIO NETWORK

Special NBC News programs previewing the Democratic convention and the Republican convention will be presented on the NBC Radio Network (including WNBC) on the eves of the political meetings -- Sunday, July 10, and Sunday, July 24, from 11:30 p.m. to 12 midnight EDT. They will originate in the convention cities of Los Angeles and Chicago.

A highlight of the July 10 Democratic convention preview will be on-the-scene coverage of a reception given by National Democratic Chairman Paul M. Butler at the Beverly-Hilton Hotel in Los Angeles for representatives of the communications media. Candidates for the Democratic Presidential nomination are expected to attend.

Both special programs will feature interviews with candidates, prospective candidates and party leaders, and a demonstration of how NBC News will report the convention sessions on radio. Morgan Beatty and Robert McCormick, anchor men for the radio coverage, will introduce NBC reporters at key points in the convention halls -- the Los Angeles Sports Arena and the Chicago International Amphitheatre --

(more)

with the radio mobile unit and in the headquarters hotels. Each newsman will explain his role in the forthcoming news operation.

Floor reporters participating will be Peter Hackes, Bryson Rash, Robert Abernethy, Ned Brooks and James Hurlbut. They will use NBC's new "mobile mikes," portable radio equipment weighing less than nine pounds.

Russ Tornabene, Network News Desk Supervisor, of NBC News, Washington, is producer of these pre-convention programs.

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NBC-New York, 6/30/60

